



Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link

Time :30'



9h00

Comments

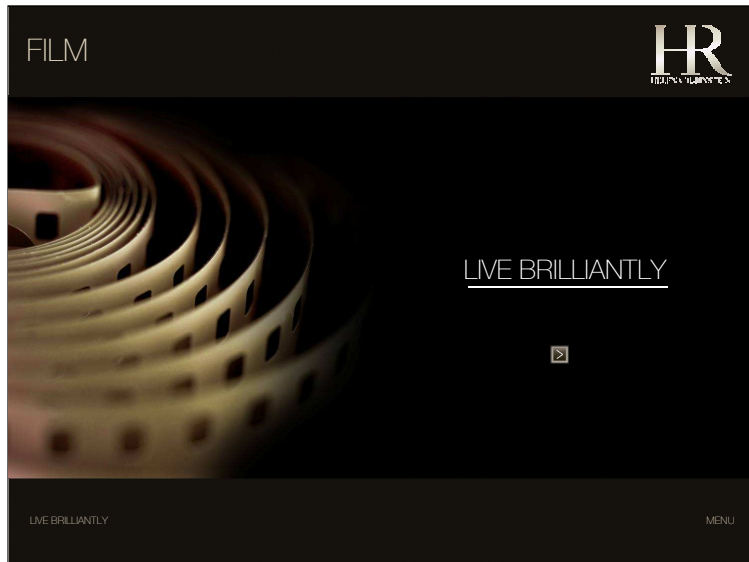
INTRODUCTION:

Welcome to Helena Rubinstein.

We invite you to take part in a training day in keeping with the spirit of the brand: "LIVE BRILLIANTLY". Helena Rubinstein, the reference brand for anti-ageing, combines cutting edge scientific and esthetic know-how to serve the beauty of the most demanding women.

Women who live brilliantly, with sumptuous, assured beauty at any age. To LIVE BRILLIANTLY is to decide to take your life and beauty into your own hands with radiance, intelligence and brilliance

Before discovering the high points of the day, let's enter the universe of the HR brand... *(play the brand film)*.



Trainer's guide

Sequence 0 : introduction

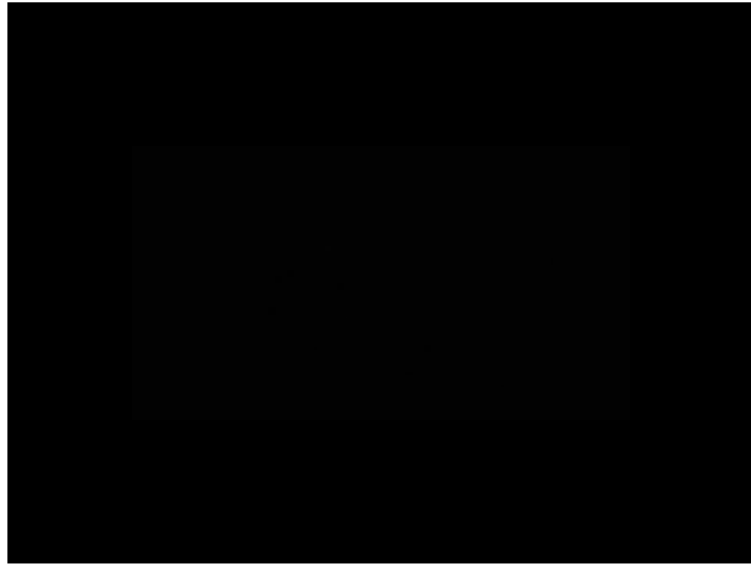
Tool: brand film

Objective : present the program & create the link

Time :30'

Comments

Click on the active zone to start the HR brand film.



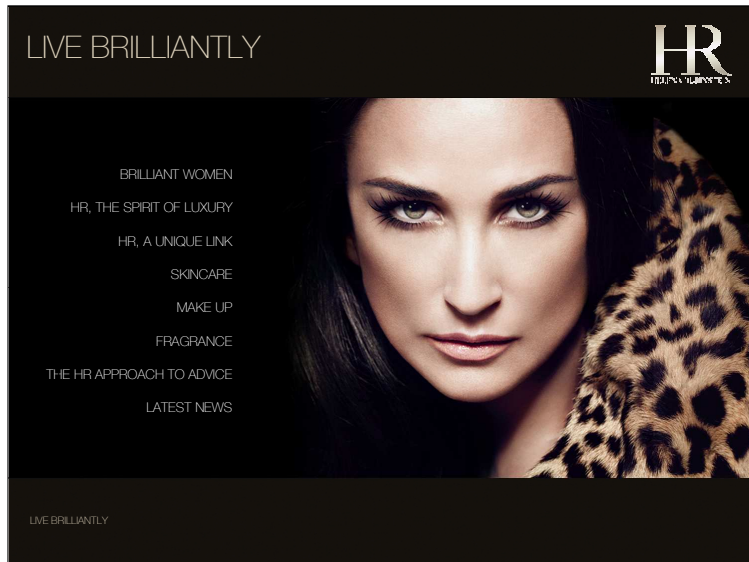
Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link

Time :30'



Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link

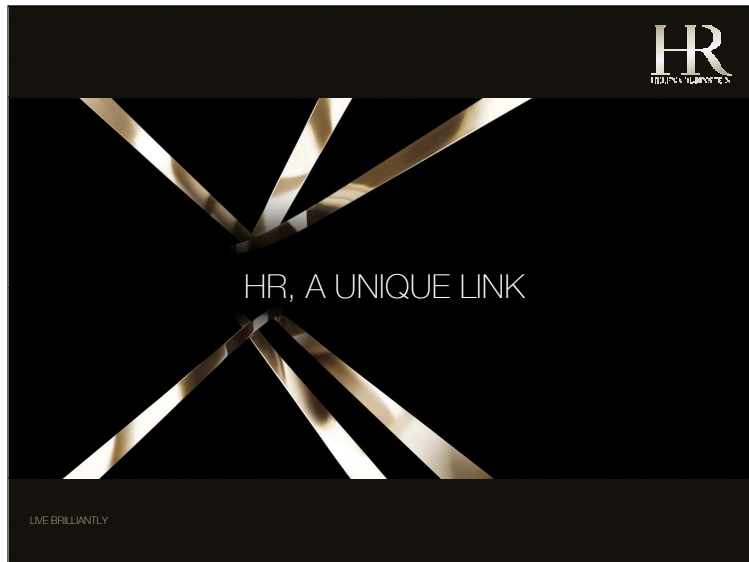
Time :30'

Comments

Throughout this day we are going to be talking about Beauty, and more precisely the link woven, over many years, between Helena Rubinstein, beauty and her clients.

The aim of this day is to allow you to (re)discover Helena Rubinstein, but also to give you a unique beauty experience!

First of all, let me explain the day's program.



Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link

Time :30'

Comments

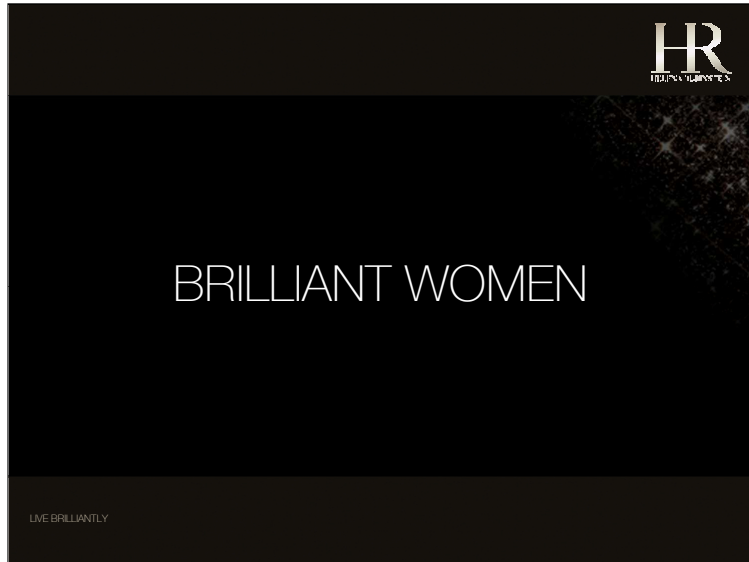
Before we start, I would like you to pair up and get to know your neighbor, using these pointers:

Write on the paperboard :

- Name, surname
- Professional training
- Store
- Favorite HR product (cream, eye contour, eyeshadow, lipstick, foundation...)
- What Helena Rubinstein evokes for her in one word
- She would be happy at the end of the training if...

Then you will introduce each other to the group...

Introduce yourself (HR facilitator) then hand over to the participants...each participant symbolically ties a HR link (with the person's name).



Trainer's guide

Sequence 1 : Brilliant women

Tool : slideshow

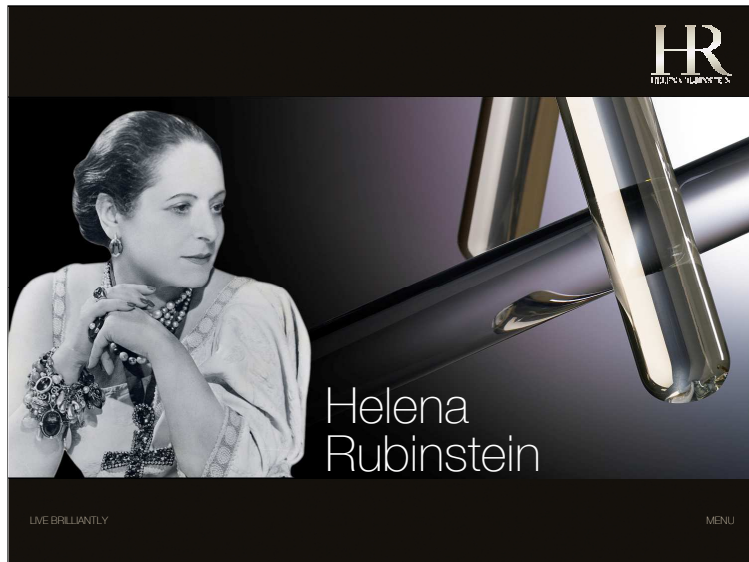
Time: 20'



9h30

Comments

Launch the sequence on the history of Helena Rubinstein



Trainer's guide

Sequence 1 : Brilliant women

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Time : 20'

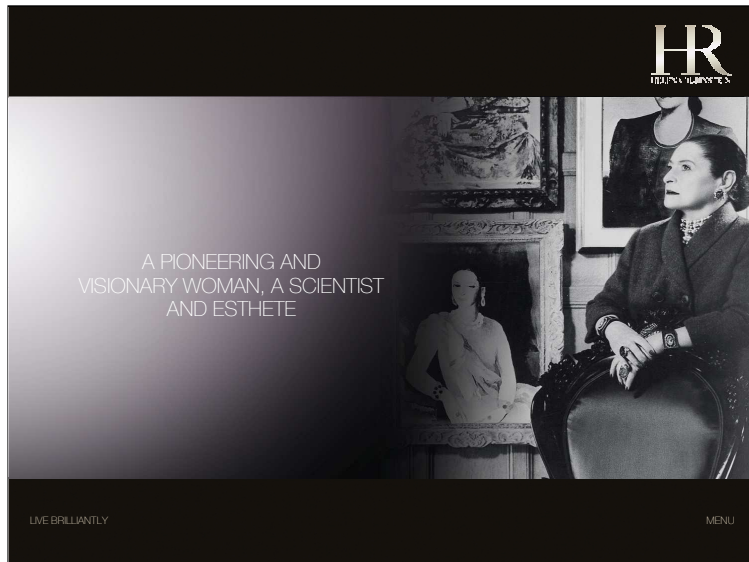
Comments

Ask the group:

"What do you already know about Helena Rubinstein?"

Note their answers.

Correct and complete with the help of the following slides:



Trainer's guide

Sequence 1 : Brilliant women

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Time : 20'

Comments

Ask the group:

Why “pioneering and visionary”?

Note their answers.

Summarize and complete:

An audacious, **avant-garde** woman, who had the courage and strength of character to leave Poland for Australia, with a beauty cream made by a chemist friend in her suitcase.

Visionary, this woman “invented beauty”, cosmetics products and the first international cosmetics company. She was close to the artists and scientists of her time, and understood how to create products, then present and communicate on them.

A woman **ahead of her time**:

Innovative and avant-garde, she was the first to:

Carry out rigorous scientific tests (work with Marie Curie)

Declare that “not every type of skin can be treated in the same way” (treatments targeted by skin type)

State that “moisturizer is the essential skin care product” (milk used as a light emulsion)

Open the 1st beauty institute (Colette agreed to be nude for the first massages),

Develop beauty parties, advice at points of sale, make the link between nutrition and beauty...

and develop the 1st automatic mascara and waterproof mascara on the market.



Trainer's guide

Sequence 1 : Brilliant women

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Time : 20'

Comments

Ask the group:

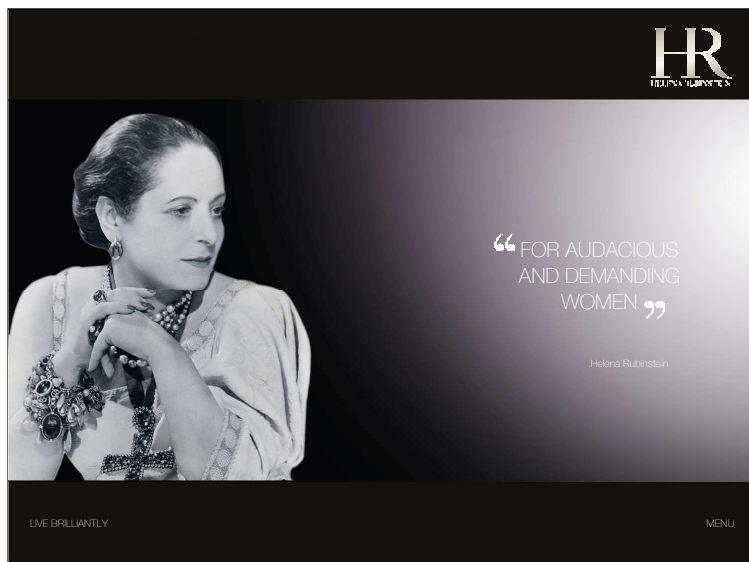
What does this quote mean to you?

Note their answers.

Summarize and complete:

Helena Rubinstein devoted her life to this quest, the search for beauty. Always curious, she travelled the world to meet the most prestigious dermatologists, biologists, dieticians...

She spent hours in her laboratories, but then left her white coat behind to transform into an elegant woman, clad in sumptuous jewelry, a flamboyant esthete at the very heart of the international arts world, whom Cocteau named the "empress of beauty".



Trainer's guide

Sequence 1 : Brilliant women

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Time : 20'

Comments

An audacious woman: intuition, decisions, energy. She sold her business to the Lehman Brothers in 1928 and bought it back a year later, during the 1929 crash. The profits she made turned her into the richest woman in the US.

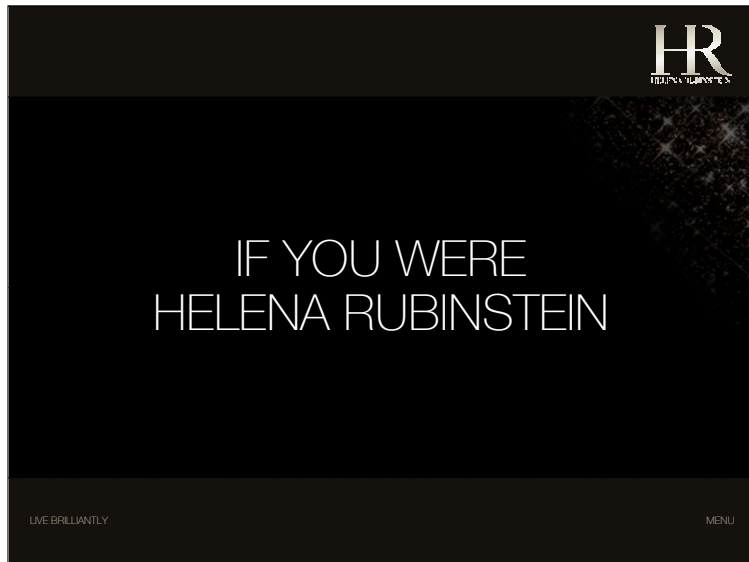
Demanding and determined, passionate about science, art and philosophy, Helena Rubinstein positioned her brand at the frontier of cosmetology from the very beginning.

The brand experienced incredible growth under its creator's guidance, and her inspirational strength and energy continue to nourish the brand to this very day.

Helena Rubinstein created a truly groundbreaking brand with a real perspective on the world.

More about Helena Rubinstein's life:

- *Helena Rubinstein*, Madeleine Leveau-Fernandez (Flammarion)
- *Mémoire de la beauté Helena Rubinstein* (Helena Rubinstein beauty memoirs), Catherine Jazdewski (Assouline)
- *Over the top*, Suzanne Slesin (Beauty Art Fashion Design)
- *Pour la Beauté* (For Beauty), Helena Rubinstein (Les éditions de France 1939 – old book)
- *Je suis esthéticienne* (I am a beautician), Helena Rubinstein, collection "Mon métier" ("My Profession" collection) (Conquistador, 1957 – old book)
- *Ma vie et mes secrets de beauté* (My life and my beauty secrets), Helena Rubinstein (rare book) Hannah, Paul-Loup Sulitzer (Stock)



Trainer's guide

Sequence 1 : Brilliant women

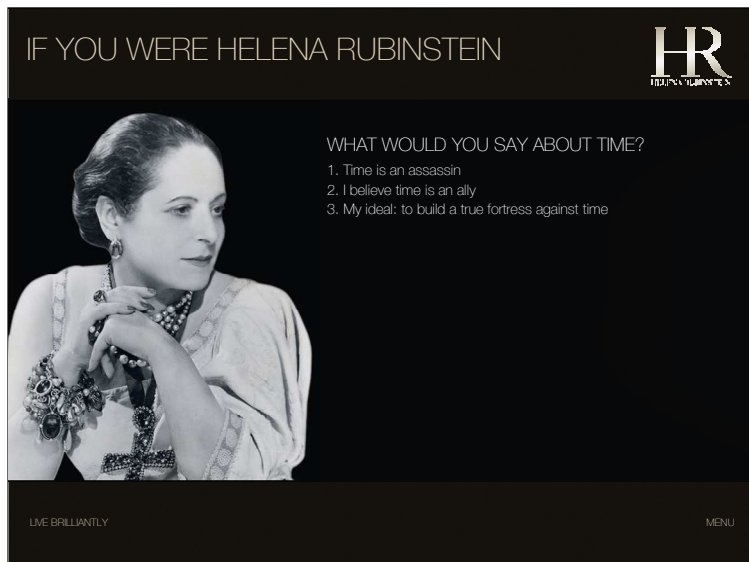
Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Time : 20'

Comments

Quiz



Trainer's guide

Sequence 1 : Brilliant women

Tool : Quiz slideshow

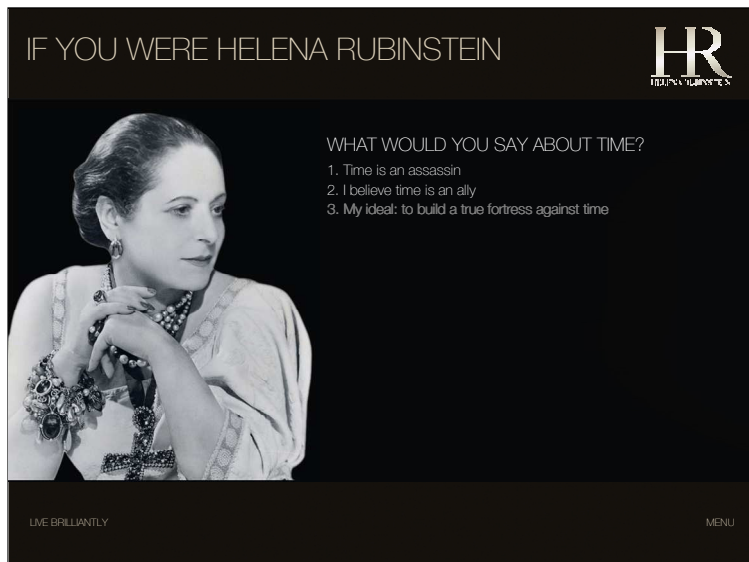
Objective : Present Helena Rubinstein

Time : 20'

Comments

Carry out a group quiz

If you were HR, what would you say about time?



Trainer's guide

Sequence 1 : Brilliant women

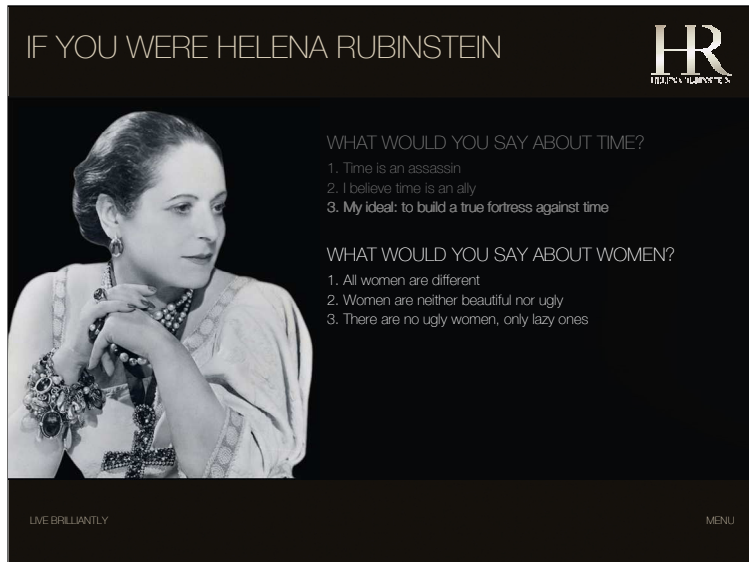
Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Time : 20'

Comments

Answer 3 – My ideal: to build a true fortress against time



Trainer's guide

Sequence 1 : Brilliant women

Tool : Quiz slideshow

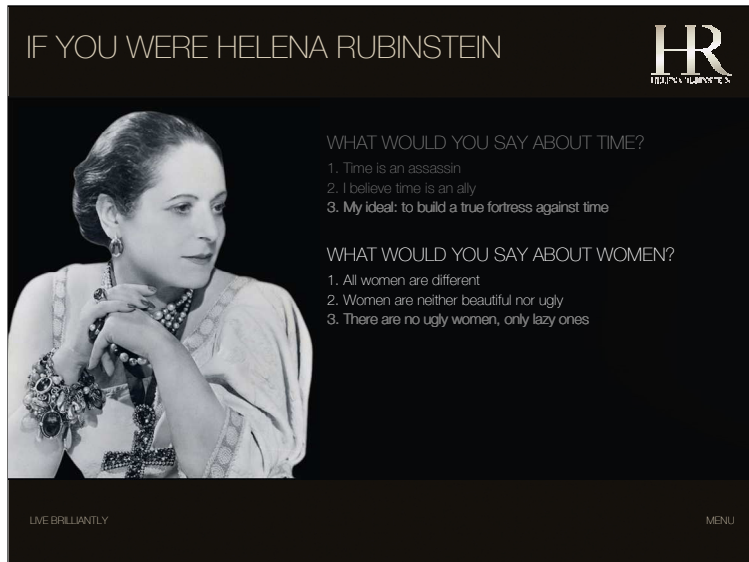
Objective : Present Helena Rubinstein

Time : 20'

Comments

Carry out a group quiz

If you were HR, what would you say about women?



Trainer's guide

Sequence 1 : Brilliant women

Tool : Quiz slideshow

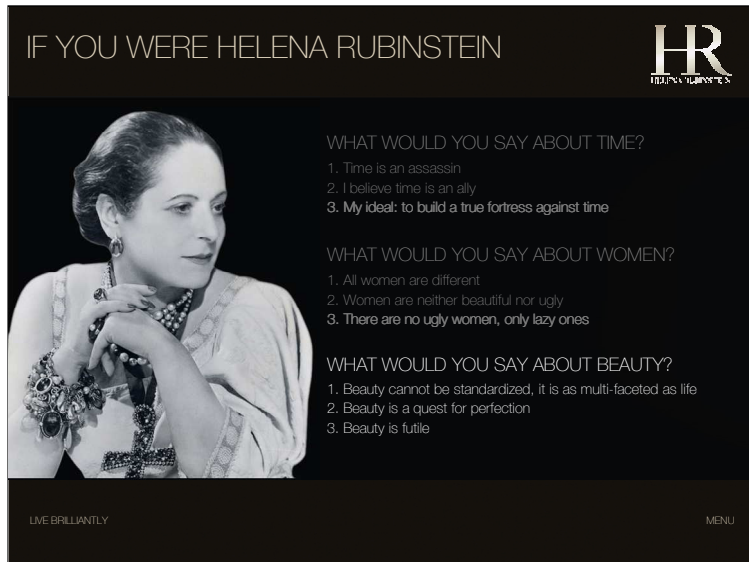
Objective : Present Helena Rubinstein

Time : 20'

Comments

Answer 3 – There are no ugly women, only lazy ones

For Helena Rubinstein, all women hold the key to their own beauty, because all women are beautiful. There are no ugly women, just women who don't know their assets, their charm, their own intimate, unique beauty.



Trainer's guide

Sequence 1 : Brilliant women

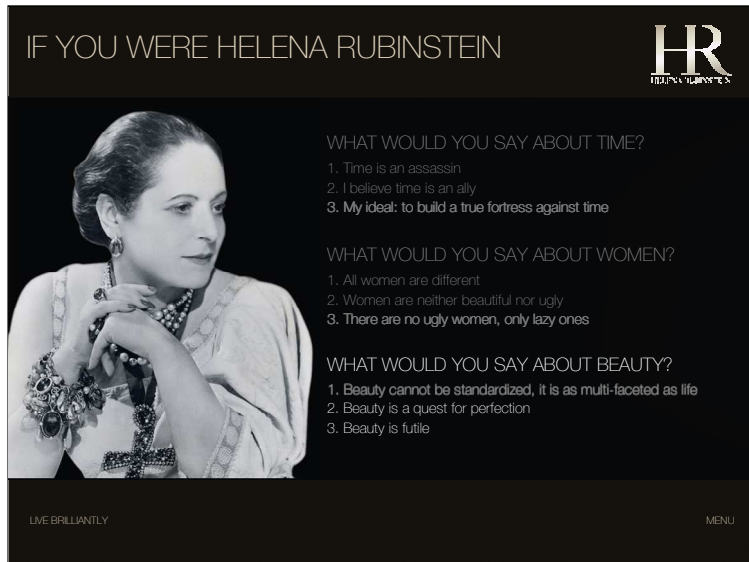
Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Time : 20'

Comments

If you were HR, what would you say about beauty?



Trainer's guide

Sequence 1 : Brilliant women

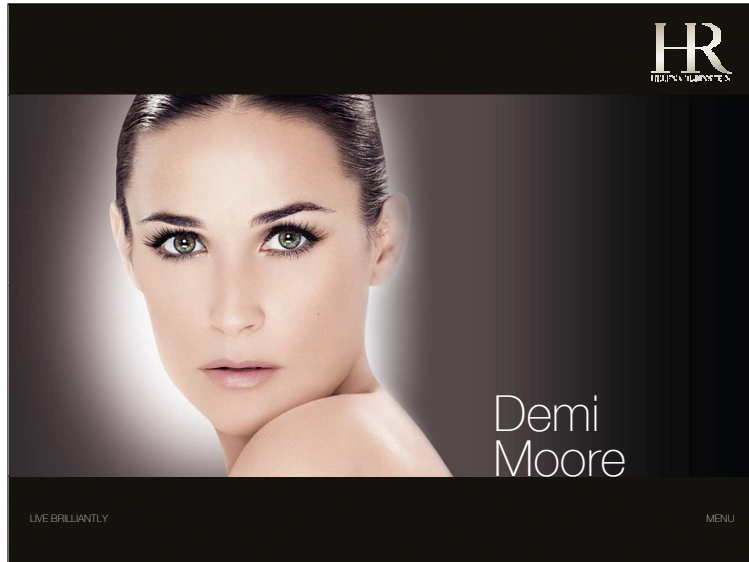
Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Time : 20'

Comments

Answer 1 – Beauty cannot be standardized, it is a multi-faceted as life.



Trainer's guide

Sequence 1 : Brilliant women

Tool : slideshow

Objective : discover the muse Demi Moore

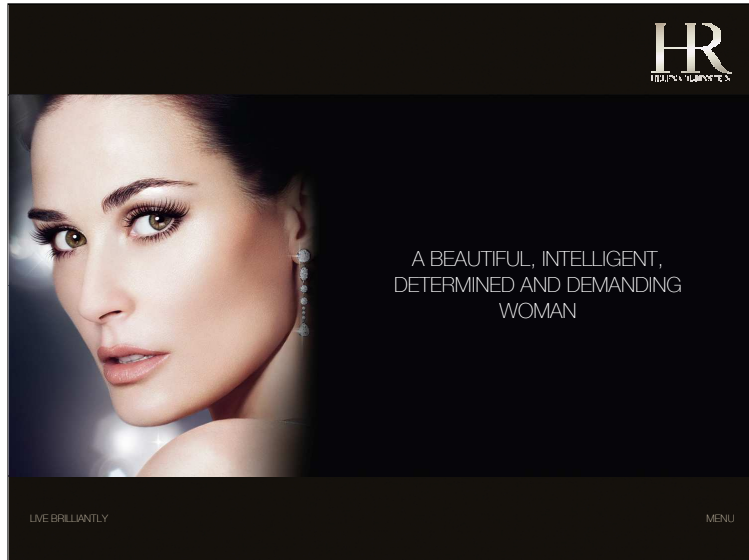
Time :20'

Comments

Helena Rubinstein's muse: Demi Moore. Between Helena Rubinstein and Demi Moore is a story of heritage and succession, rarely seen in the world of beauty.

Demi Moore embodies "the spirit of Helena Rubinstein". A certain vision of beauty as a challenge to be approached with determination.

"Live Brilliantly" is a philosophy that could have been invented for her!



Trainer's guide

Sequence 1 : Brilliant women

Tool : slideshow

Objective : discover the muse Demi Moore

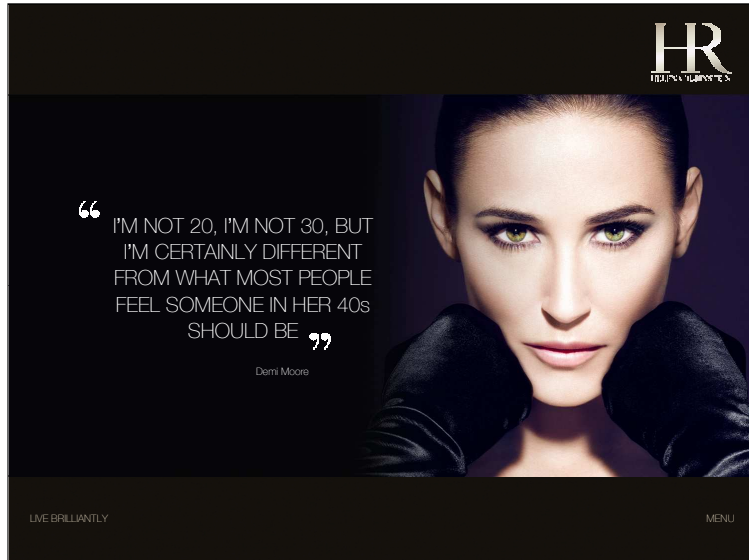
Time :20'

Comments

Demi Moore incarnates the active, dynamic and liberated woman, happy with her life and at ease in her own skin.

Glamorous and resolutely modern, this uniquely charismatic Hollywood star is also a woman with a vibrant personality.

"Demi Moore perfectly fits Helena Rubinstein's beauty philosophy: independent, powerful, seductive and simply brilliant".



Trainer's guide

Sequence 1 : Brilliant women

Tool : slideshow

Objective : discover the muse Demi Moore

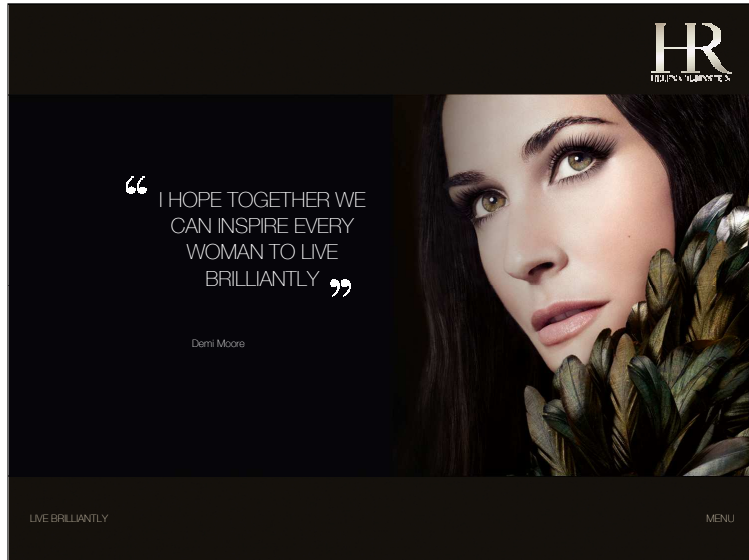
Time :20'

Comments

A fulfilled star, divine but not a diva, more beautiful than ever, who says "It's an honor to have been chosen!"

"I'm not 20, I'm not 30, but I'm certainly different from what most people feel someone in her 40s should be."

An encounter that wouldn't be out of place in cinema, the union of two strong personalities playing out to perfection on beauty's silver screen.



Trainer's guide

Sequence 1 : Brilliant women

Tool : slideshow

Objective : discover the muse Demi Moore

Time :20'

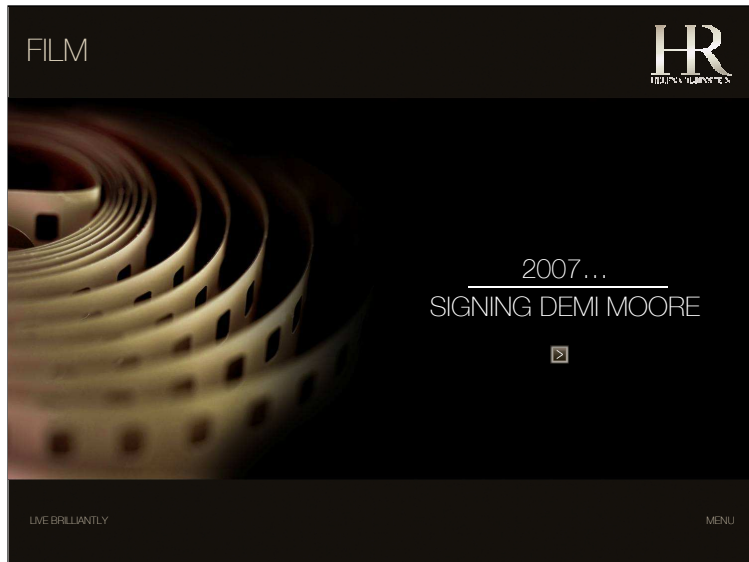
Comments

Demi Moore for Helena Rubinstein: continuing the HR legacy.

Fabulous and charismatic celebrity

Hollywood glamour icon: Independent and free in her choices.

A shining star determined to live her life as woman, mother and actress brilliantly.



Trainer's guide

Sequence 1 : Brilliant women

Tool : slideshow

Objective : discover the muse Demi Moore

Time :20'

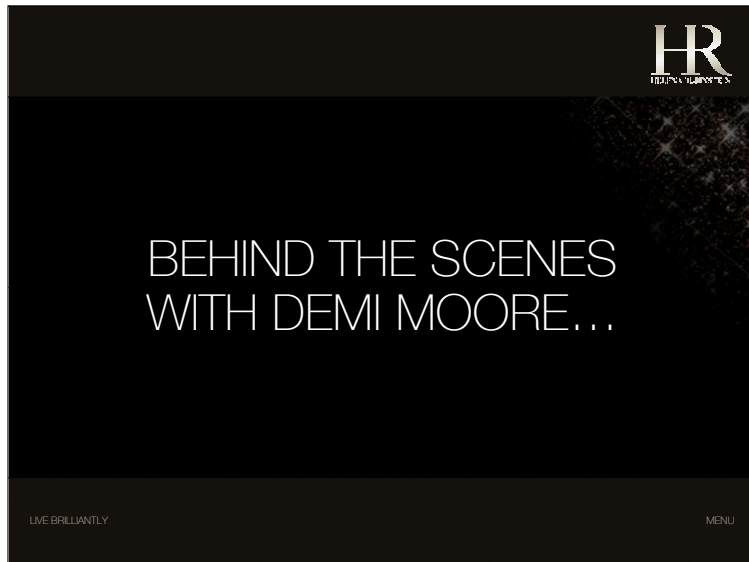
Comments

Click on the active zone to start the film of HR signing Demi Moore.



Trainer's guide

Comments



Trainer's guide

Sequence 1 : Brilliant women

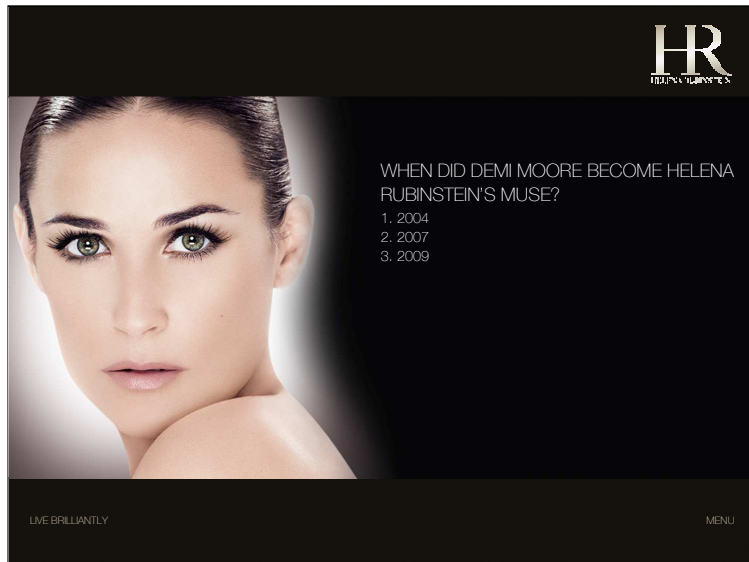
Tool : slideshow

Objective : discover the muse Demi Moore

Time :20'

Comments

Transition into the quiz



Trainer's guide

Sequence 1 : Brilliant women

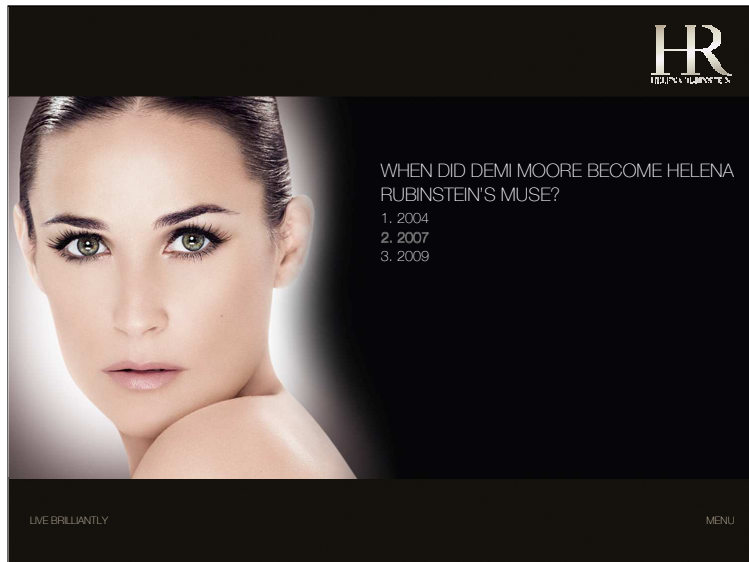
Tool : slideshow

Objective : discover the muse Demi Moore

Time :20'

Comments

When did Demi Moore become Helena Rubinstein's muse?



Trainer's guide

Sequence 1 : Brilliant women

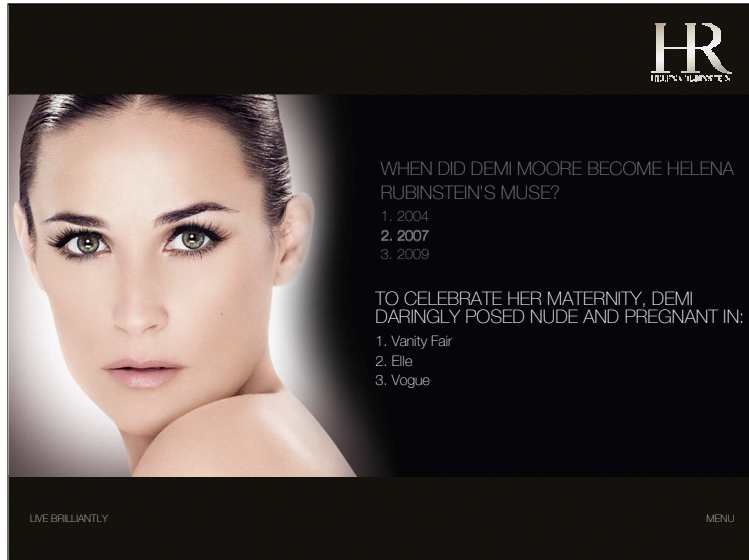
Tool : slideshow

Objective : discover the muse Demi Moore

Time :20'

Comments

Answer 2 - 2007



Trainer's guide

Sequence 1 : Brilliant women

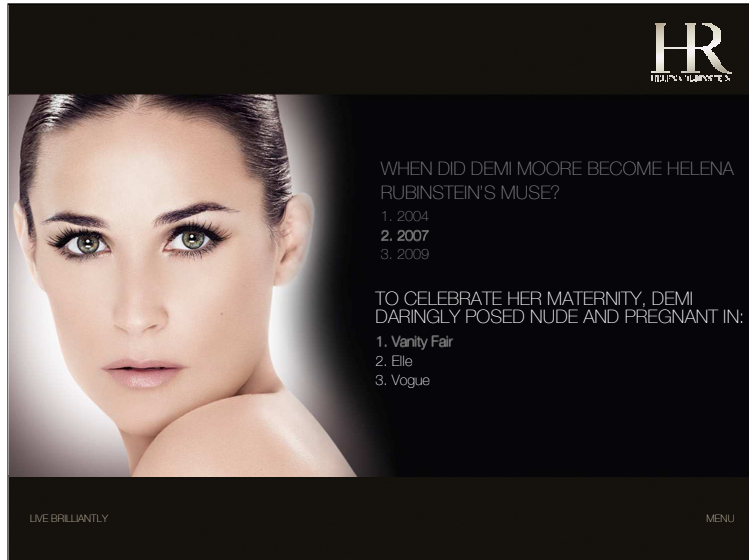
Tool : slideshow

Objective : discover the muse Demi Moore

Time :20'

Comments

To celebrate her maternity, Demi daringly posed nude and pregnant in:



Trainer's guide

Sequence 1 : Brilliant women

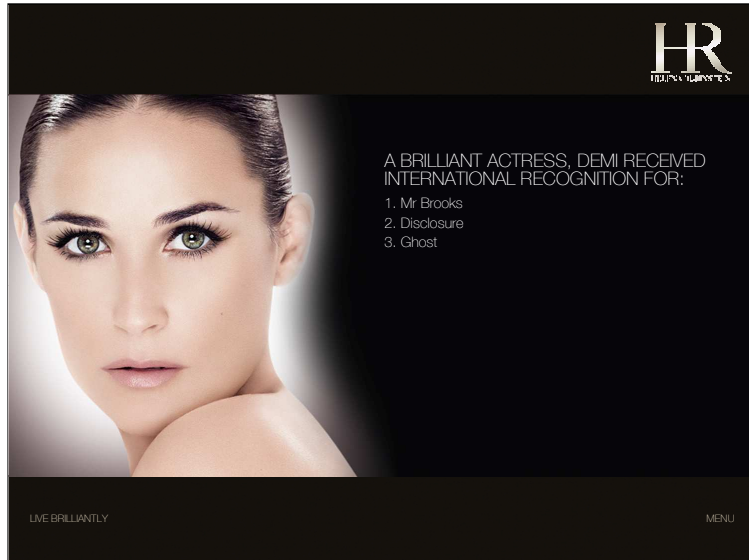
Tool : slideshow

Objective : discover the muse Demi Moore

Time :20'

Comments

Answer 1 - Vanity Fair



Trainer's guide

Sequence 1 : Brilliant women

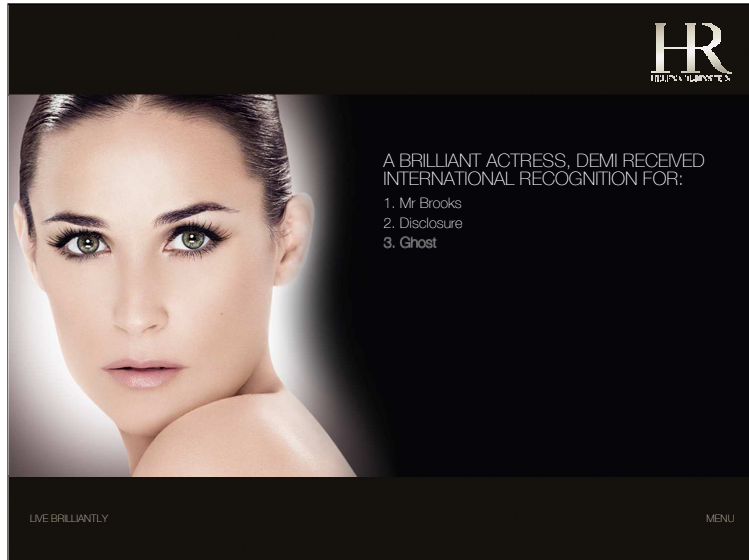
Tool : slideshow

Objective : discover the muse Demi Moore

Time :20'

Comments

A brilliant actress, Demi received international recognition for:



Trainer's guide

Sequence 1 : Brilliant women

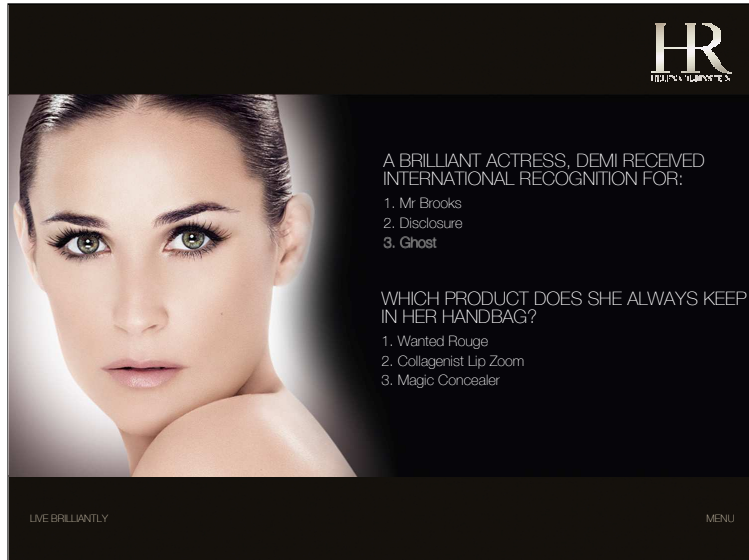
Tool : slideshow

Objective : discover the muse Demi Moore

Time :20'

Comments

Answer 3 - Ghost



Trainer's guide

Sequence 1 : Brilliant women

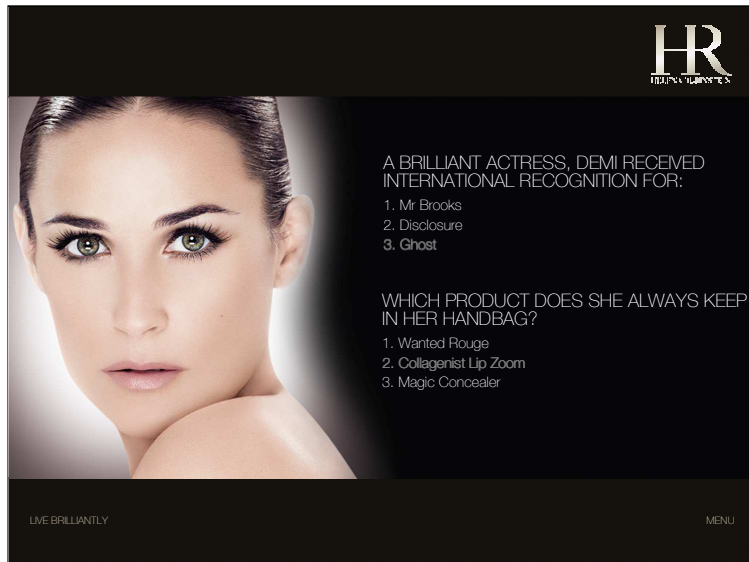
Tool : slideshow

Objective : discover the muse Demi Moore

Time :20'

Comments

Which HR product does she always keep in her handbag?



Trainer's guide

Sequence 1 : Brilliant women

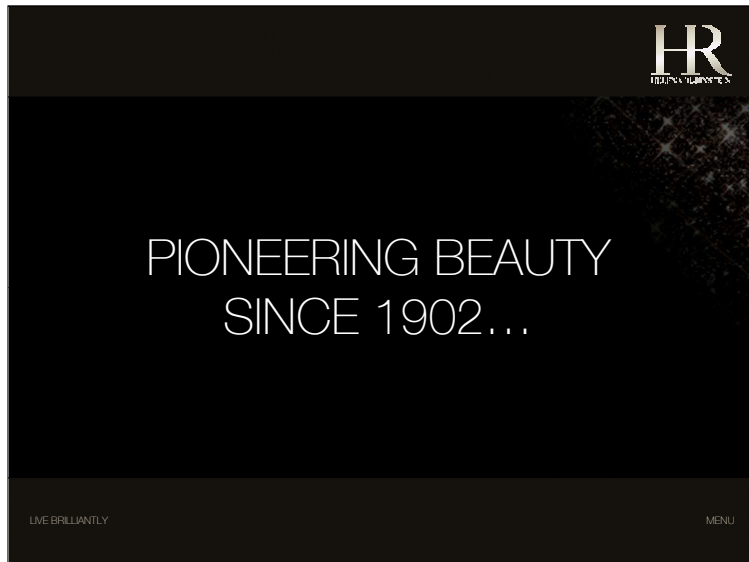
Tool : slideshow

Objective : discover the muse Demi Moore

Time :20'

Comments

Answer 2 - Collagenist Lip Zoom



Trainer's guide

Sequence 1 : Pioneering beauty since 1902

Tool : set of cards & chronology tray

Objective : discover the key HR dates since 1902

Time :10'



9h50

Comments

Give each table a set of cards and tray.

Allow them a few minutes to arrange into chronological order.

Correct by revealing the cards on the following slide.



Trainer's guide

Sequence 1 : Pioneering beauty since 1902

Tool : set of cards & chronology tray

Objective : discover the key HR dates since 1902

Time :10'

Comments

Corrected

1902: the 1st beauty institute

1935: the 1st beauty parties

1939: the 1st refillable automatic mascara

2001: the 1st no-injection, collagen effect facial skin care

2002: the 1st facial global anti-ageing concentrate

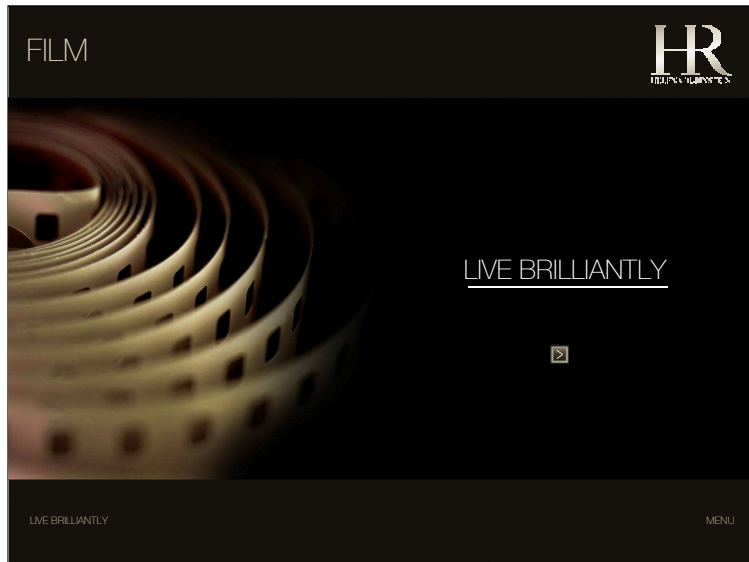
2003: the 1st foundation to clone skin's color

2004: the beginning of the Lash Queen saga

2008: unprecedented partnership with LACLINIC MONTREUX, the 1st instant anti-ageing cosmetic intervention

2010: the first youth grafter skin care with vegetal stem cells

2011: the 1st anti-ageing hydration skincare acting deep down through to the dermis



Trainer's guide

Sequence 1 : Pioneering beauty since 1902

Tool : set of cards & chronology tray

Objective : discover the key HR dates since 1902

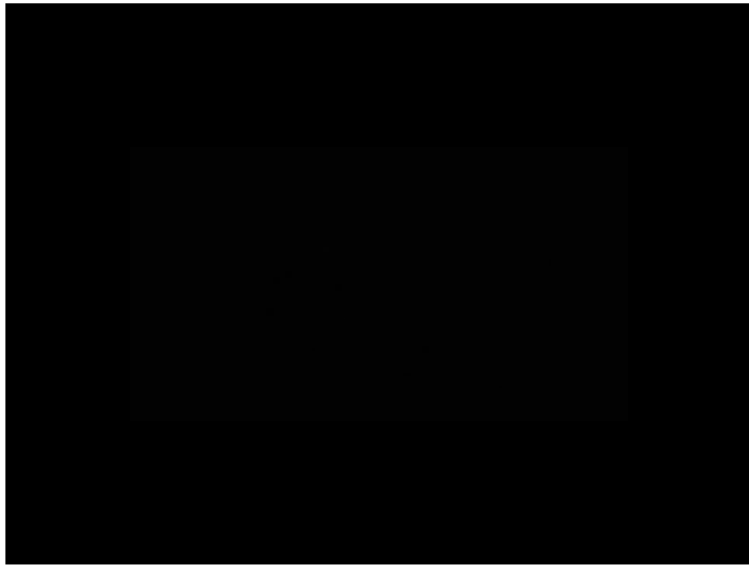
Time :10'



10h00

Comments

To summarize the 1st sequence, re-introduce the HR brand film.
Click on the active zone to start the film.



Trainer's guide

Comments



Trainer's guide

Sequence 2 : HR, the spirit of luxury

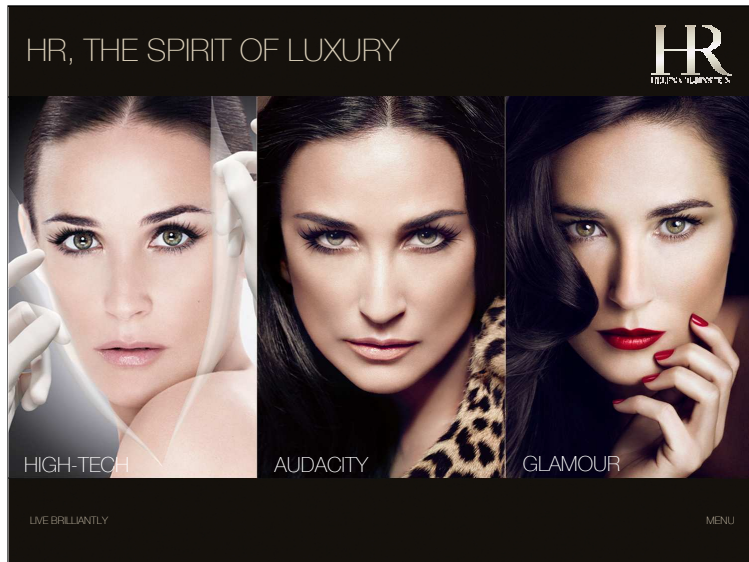
Tool : slideshow

Objective : transition into the HR luxury universe

Time : 20'

Comments

Now let's immerse ourselves in Luxury by HR ...



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

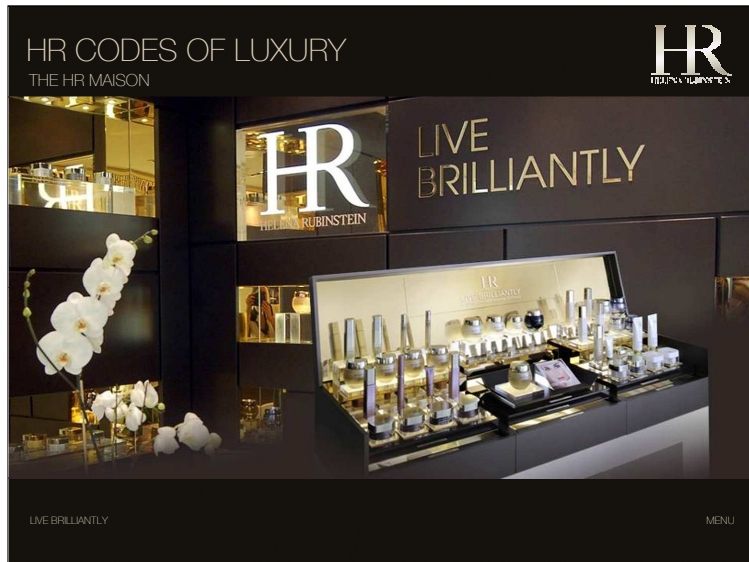
Time : 20'

Comments

Dating back to the brand's creation in 1902, the Helena Rubinstein commitment is still apparent in its present-day philosophy: "Live Brilliantly", a spirit of daring in the face of ageing.

Today, Helena Rubinstein offers every woman a complete beauty universe, **made of high technology audacity and glamour.**

Helena Rubinstein always centred her advice on women's expectations to offer global skin care and make-up solutions.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow / interaction

Objective : understand the brand values and codes of luxury

Time : 20'

Comments

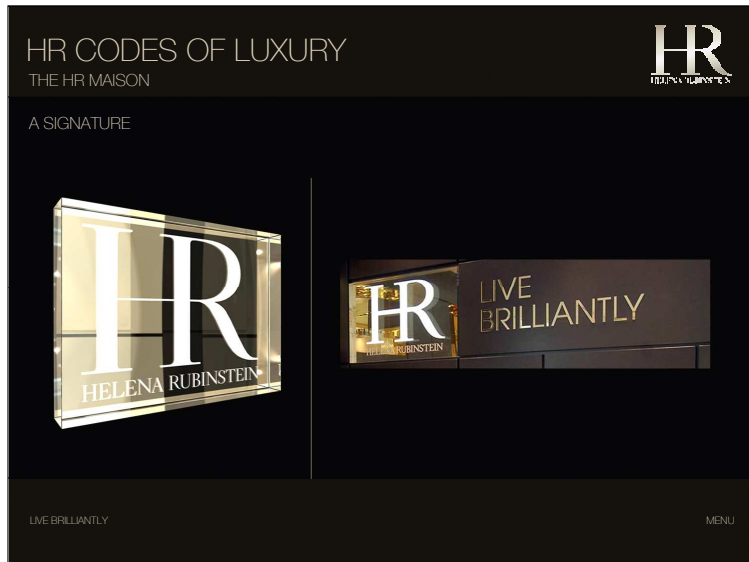
Welcome to the HR Maison

Ask the group: "how do you think HR luxury is expressed at a point of sale?"

Ask participants to think about the elements in the point of sale that incarnate luxury.

The brand's strongest characteristic:

- taupe, white and gold colors...
- the brand signature
- accessories such as the mirror
- make-up and skin care bars
- orchids
- etc.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Time : 20'

Comments

Institutional style also conveys the values of audacity, high-tech and glamour... through the signature, colors and materials but also accessories.

The layout of a HR space reuses these codes, creating a sublime and extremely luxurious space for clients... let's look together.

We'll start with the signature.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

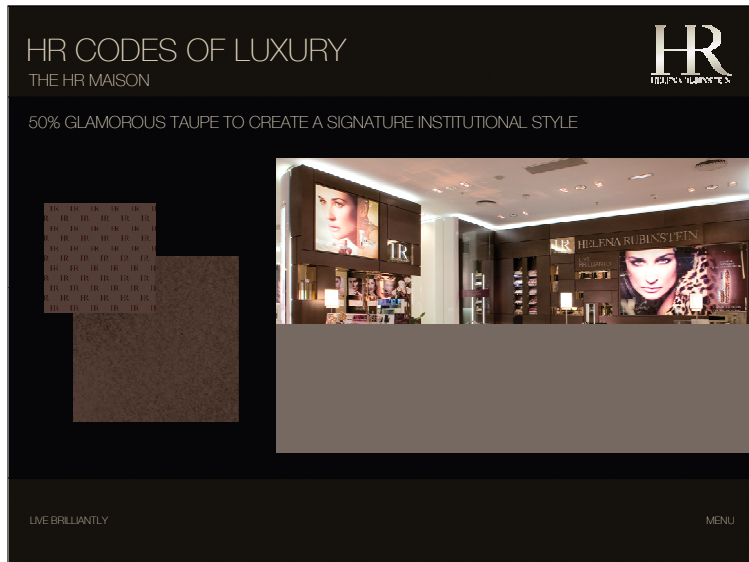
Tool : slideshow

Objective : understand the brand values and codes of luxury

Time : 20'

Comments

Then the colors and the materials.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Time : 20'

Comments

As you can see, in the upper part of the space there is a very glamorous taupe!



Trainer's guide

Sequence 2 : HR, the spirit of luxury

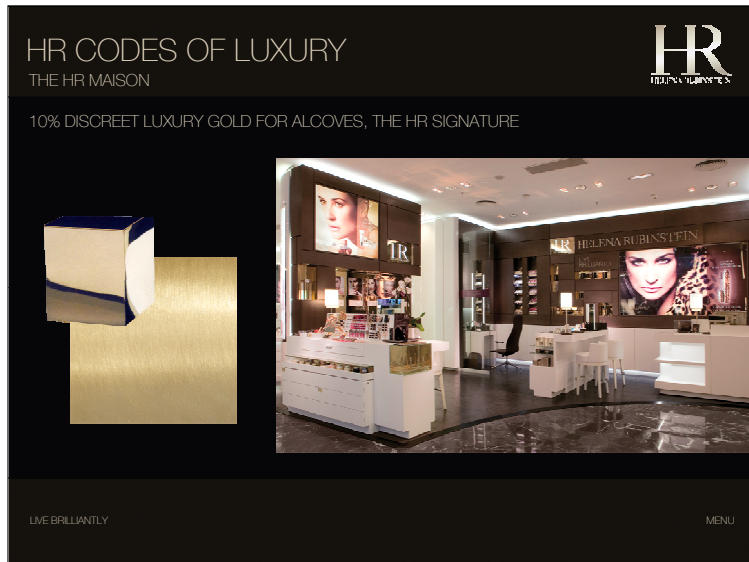
Tool : slideshow

Objective : understand the brand values and codes of luxury

Time : 20'

Comments

In the lower part, a “high-tech” feel for the consultation area in which the client is welcomed and advised.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Time : 20'

Comments

As you can see, touches of gold decorate the space: niches, signature, plaque...



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'

Comments

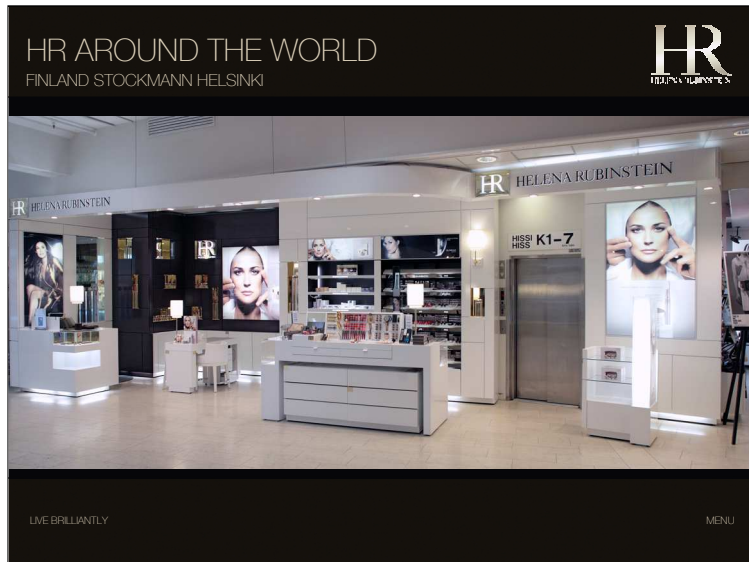
Helena Rubinstein is « brilliantly » present around the world.

In Europe HR, the key markets for the brand are Italy, Spain, Germany, Benelux, Switzerland, Greece, Portugal, Russia ...

In Asia HR is strongly present in China, Hong Kong and Japan...

In America, key markets are Mexico, Chile and Argentina.

And when travelling by air, you can enjoy the presence of the brand in the Travel Retail outlets around Europe and Asia.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

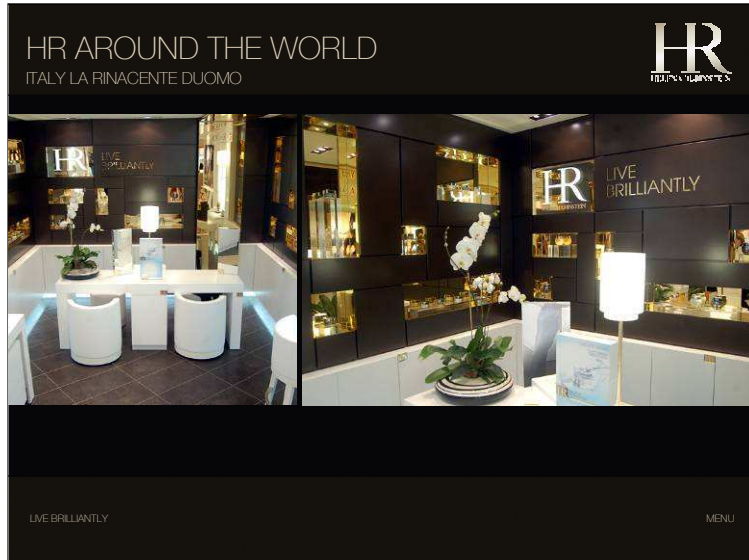
Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'

Comments

Helena Rubinstein around the world : let's discover some of our beautiful point of sales ...



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'



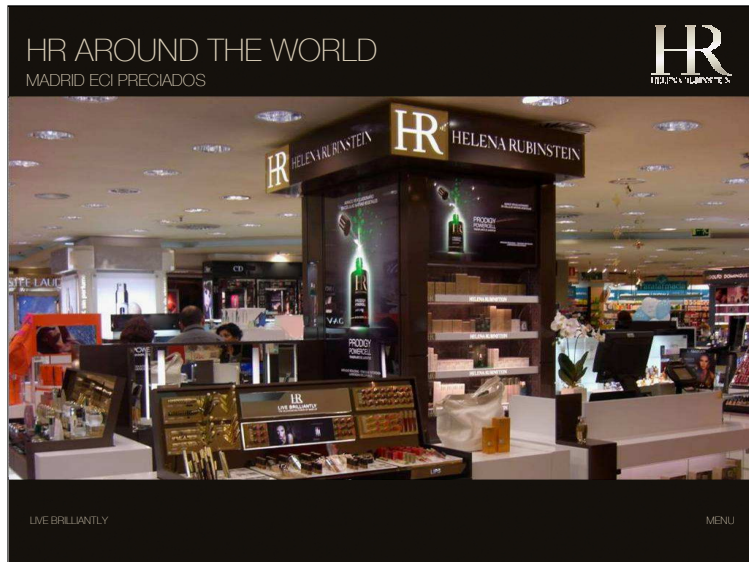
Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'



Comments

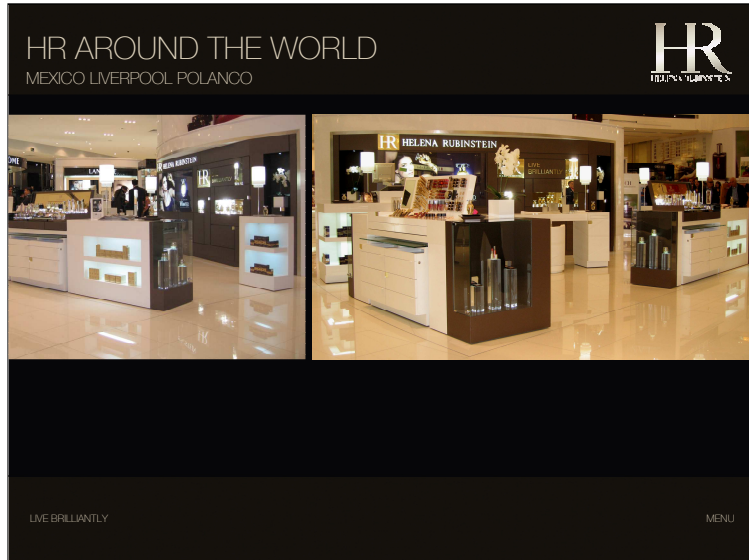
Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'



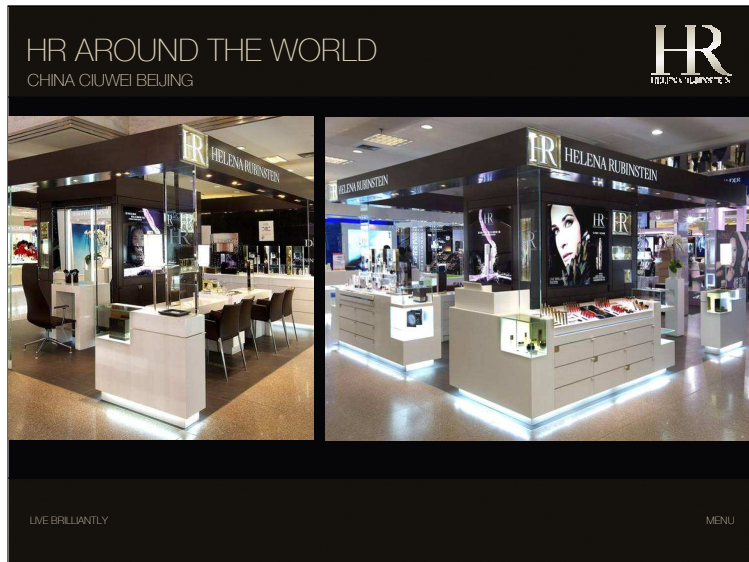
Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'



Trainer's guide

Sequence 2 : HR, the spirit of luxury

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Trainer's guide

Sequence 2 : HR, the spirit of luxury

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Trainer's guide

Sequence 2 : HR, the spirit of luxury

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Comments

Trainer's guide

Sequence 2 : HR, the spirit of luxury

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Trainer's guide

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Objective : discover the international dimension of the brand

Time : 20'



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'



Comments

Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'



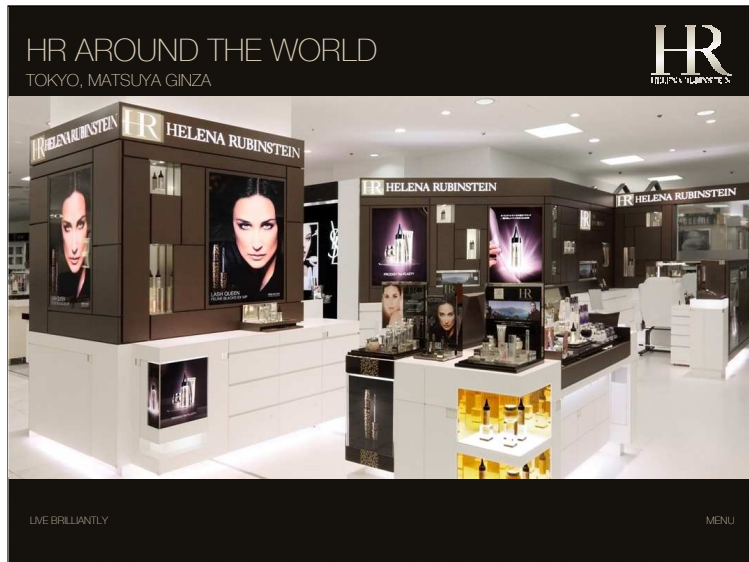
Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'



Comments

Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'



Comments

Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Time : 20'



Trainer's guide

Sequence 2 : HR, the expression of luxury

Tool : slideshow & if available « beauty parties » accessories on tables

Objective : discover the unique HR service tools

Time : 20'

Comments

The expression of luxury according to HR is also characterized by the unique service offered to women.

Key elements of the HR beauty revelation: the mirror, beauty accessories and trays, the beauty consultation space with attention to detail,...



Trainer's guide

Sequence 2 : HR, the expression of luxury

Tool : slideshow & Prodigy Cream trial on hand

Objective : discover the most prodigious skincare Prodigy

Time : 20'



10h20

Comments

Having discovered HR's expression of Luxury in points of sale, how do you think "Luxury is conveyed in HR products?"

PRODIFY: THE MOST PRODIGIOUS OF SKIN CARE, WHERE LUXURY AND SENSUALITY COMBINE WITH INNOVATION

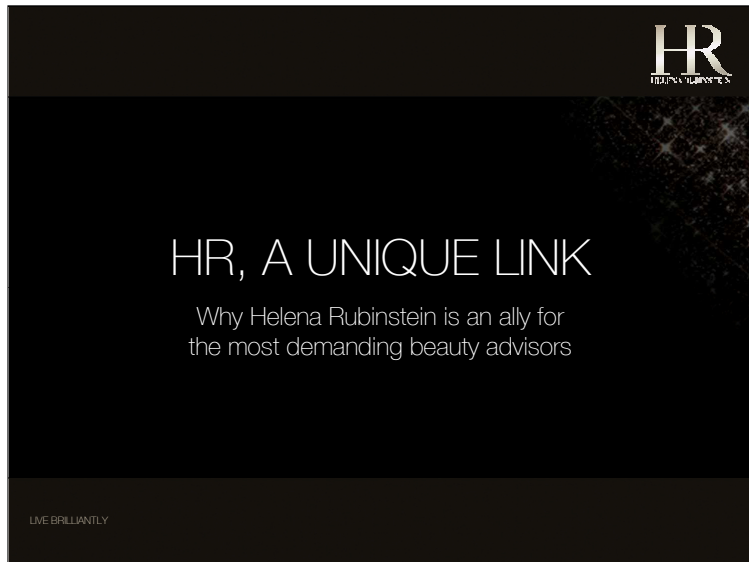
The Prodigy Myth: at the cutting edge of anti-ageing cosmetics. HR laboratories, drawing inspiration from the natural miracle of vegetal sap, devoted 4 years of careful decoding and stringent selection to create an extraordinary formula. Its secret: Bio-sap, a true life elixir.

Luxury and Harmony: To possess Prodigy is to possess a sense of beauty and harmony. Pure, gentle lines create an evanescent sphere, like a drop of sap. Providing the initial contact with a voluptuous, luxurious skin care, the jar is rounded and heavy, both delicate and reassuring.

Substance and sensations: To love Prodigy is to be open to new sensations and experience all the contrasts of a texture that unveils its full personality as it is applied. A high-comfort miracle that gives the delicious sensation of instant and lasting efficacy.



BREAK
30'
10h50



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Time : 15'

Comments

Ask the question: "what do you think are the advantages of advising HR?"



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Time : 15'

Comments

The HR answer:

"HR is a brand for the most demanding women, who are searching for:

Women searching for cosmetic performance at the frontier of esthetic medicine, but with none of its disadvantages.

Women who demand the highest performance and the most concentrated active ingredients.

Women who adopt exceptional textures for their "addictive" sensoriality.

Women who expect instantly visible results, measurable in the long-term.



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Time : 15'

Comments

How does HR successfully satisfy its clients? By reconciling extremes.

And by playing with:

- Tradition and Innovation
- Science and nature
- Intelligent and high-pleasure textures
- Instantly visible results and long-term benefits



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Time : 15'

Comments

Summarize the HR brand in one sentence: HR, the best before aesthetic medicine with no compromise on the sumptuousness of the textures.



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Time : 15'

Comments

Get the group to define “must haves” and ask participants to identify them.
“What would you say is a Must Have?”

Ask them to write their ideas on the paperboard



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Time : 15'

Comments

MUST HAVES for **CHINA** (please adapt if required)

If possible ask participants to find them in the room (merchandising display, stand)

Then show them on the screen.

For guaranteed success, recommend these best-sellers first to women who are just discovering HR and let them work their magic...



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Time : 15'

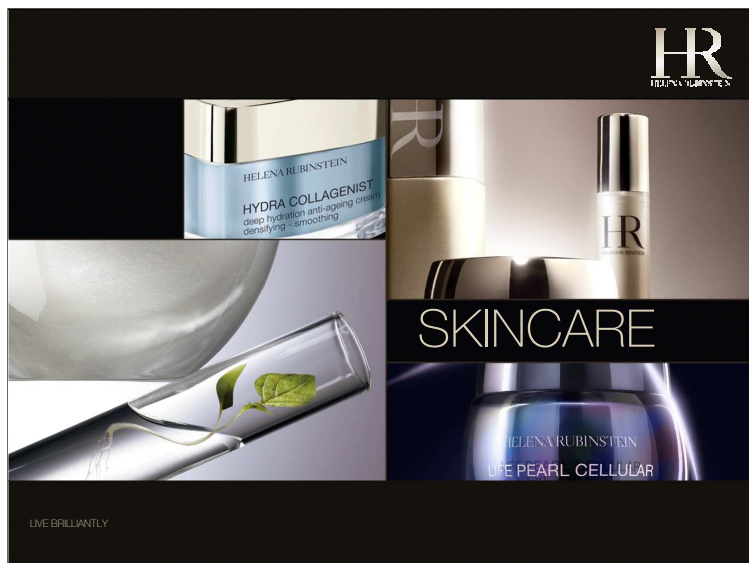
Comments

MUST HAVES for **JAPAN** (please adapt if required)

If possible ask participants to find them in the room (merchandising display, stand)

Then show them on the screen.

For guaranteed success, recommend these best-sellers first to women who are just discovering HR and let them work their magic...



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 20' (part 1)

Comments

Main fundamentals for skin care:

REPLICATE CUTTING-EDGE ESTHETIC MEDICINE PROCEDURES

Maximum-efficacy cosmetic interventions that replicate esthetic medicine procedures, created in exclusive partnership with plastic surgeons from LACLINIC MONTREUX and the most renowned dermatologists (we will talk more about this in a few minutes).

ABSOLUTE PRECISION IN THE SELECTION OF ACTIVE INGREDIENTS

Inspired by cutting-edge clinical procedures (Mesolift, Peels, Lifts...) HR Instant Cosmetic Intervention skin care incorporates reference anti-ageing active ingredients in extreme concentrations perfectly assimilated by skin.

Stemming from the prodigies of nature, HR global anti-ageing care is enriched with rare and precious natural active ingredients - native vegetal cells – in perfect symbiosis with all skin cells.

EXCEPTIONAL TEXTURES FOR AN "ADDICTIVE" SENSORIALITY

Exceptional textures that transform instantly to be in absolute affinity with skin and ensure optimal assimilation of anti-ageing active ingredients. True jewels loved by our most loyal clients, offering an addictively sensorial experience.

INSTANTLY MEASURABLE AND VISIBLE RESULTS

To validate the efficacy of our cosmetic interventions, we carry out clinical studies with major experts from reputed hospital centers, such as the CHU in Besançon, using the most high-tech analysis apparatus in skin ageing expertise. We can thus prove clinical results on skin quality.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction



11h10

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 20' (part 1)

Comments

HR skincare:

Presentation of HR skincare: geography, order of presentation

- 1 – Specialist Anti-ageing care: Hydra Collagenist and Collagenist with pro X-fill.
- 2 – Prodigious Global Anti-ageing Care: Prodigy Powercell, Prodigy and Life Pearl Cellular
- 3 – Instant Cosmetic Interventions: Prodigy Re-Plasty range
- 4 – Anti-ageing whitening: AGEWHITE & PREMIUM UV



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 20' (part 1)



11h10

Comments

SPECIALIST ANTI-AGEING CARE

Truly expert, these products offer precise solutions to correct wrinkles, loss of hydration and loss of firmness in the face and neck, eye contour and lips.

Hydra Collagenist

Range of anti-ageing deep hydration skincare for visibly younger skin. Durably mastered hydration.

Hydration at the heart of collagenic matrix.

Collagenist with pro-Xfill, Collagenist Refiner

Range of replumping anti-wrinkle skincare for a visible filling result.

Collagen effect, no injection, no compromise.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

Click on the active zone to start the film.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 20' (part 1)



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Hydra Collagenist

Invite your client to look in the mirror and describe what she sees:

"With time, my skin is getting dehydrated and it seems to cause fine lines. More than just a moisturizer, I would like a skincare that deeply hydrates my skin and visibly preserves its youth."

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize the visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Hydra Collagenist

According to the client's observations, the visible signs to be targeted are:

LOSS OF MOISTURE

DEHYDRATION WRINKLES

LESS SMOOTH SKIN AND REDUCED DENSITY

Find out more

THE DERMIS: A RESERVOIR FOR WATER AND YOUNG-LOOKING SKIN

To preserve its youth, **skin needs to be hydrated from within**. The circulation and lymphatic systems bring water to the dermis. **A veritable reservoir for skin moisture**, the dermis contains 70% of the water present in skin and ensures its transfer to the epidermis so that it is held in the skin's outer layers to provide effective hydration.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Hydra Collagenist

Pioneers in collagen expertise for over ten years, Helena Rubinstein Laboratories have carried out research on the dermis and the role of the collagenic matrix in hydration, which actively participates in water bonding thanks to its structure molecules. Veritable water micro-captors, collagen structure molecules can fix water deep within.

ANTI-AGING HYDRATION BREAKTHROUGH: IMPLANT WATER AND YOUTH AT THE HEART OF THE SKIN

HYDRA COLLAGENIST technology provides an anti-aging hydration solution to two key skin levels: the dermis*, to fix water within the collagenic matrix, and the epidermis to retain water at the skin's surface.

HYDRA COLLAGENIST is the first Helena Rubinstein anti-ageing hydrating skincare range to contain technology capable of increasing the number of water micro-captors* within the collagenic matrix to fix water right into the dermis, increase deep hydration and make skin look visibly younger.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Hydra Collagenist

This efficacy comes from the cutting edge technology developed by HR laboratories: the **Derm-Hydrafix complex** which fixes water in the dermis and **collagen microspheres** which locks water in the epidermis.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Hydra Collagenist

DERM-HYDRAFIX COMPLEX:

DERMIS-LEVEL ACTION:

The collagenic matrix is made up of collagen fibers structured by proteoglycans which are able to bond water. This matrix is submerged in a gel of glucoaminoglycans (GAGs) which can fix up to 1,000 times their weight in water.

HYDRA COLLAGENIST's Derm-Hydrafix complex, formulated by Helena Rubinstein Laboratories, stimulates collagen and GAG structure molecule synthesis* to reinforce the collagenic matrix and promote water bonding in the dermis.

It works deep within skin to provide deep hydration and denser skin.

*In vitro

COLLAGEN MICROSPHERES:

EPIDERMIS-LEVEL ACTION:

Water regularly evaporates by migrating to the epidermis' outer layers. With age, this natural phenomenon accelerates and skin becomes dehydrated. To **retain water at surface level**, Helena Rubinstein Laboratories have integrated **collagen microspheres** in dehydrated form into their HYDRA COLLAGENIST technology. Veritable micro-sponges, these microspheres can reach up to nine times their initial size. **They are absorbed into the skin's outer layers and instantly capture the inter-cellular water** available.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE Hydra Collagenist

Increase deep hydration for visibly younger skin.

Hydration is instantly and durably reactivated. Dehydration wrinkles are reduced. Skin is better hydrated, denser, smoother and visibly younger.

Hydra Collagenist skin care ritual:

Cream: Deep hydration anti-ageing cream, densifying, smoothing

Intense serum: Deep hydration anti-ageing intensive serum, densifying, smoothing

Eye-care: Deep hydration anti-ageing eye-care, anti fatigue, smoothing

Mask: Deep hydration mask intense re-infusion Mask



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Hydra Collagenist

Derm-Hydrafix complex: formulated by Helena Rubinstein Laboratories, stimulates collagen and GAG structure molecule synthesis* to reinforce the collagenic matrix and promote water bonding in the dermis.

It works deep within skin to provide deep hydration and denser skin.

Collagen microspheres : Veritable micro-sponges, these microspheres can reach up to nine times their initial size. They are absorbed into the skin's outer layers and instantly capture the inter-cellular water available.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

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Intense serum: Deep hydration anti-ageing intensive serum, densifying, smoothing

Eye-care: Deep hydration anti-ageing eye-care, anti fatigue, smoothing

Mask: Deep hydration mask intense re-infusion Mask: Deep hydration



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Hydra Collagenist

Derm-Hydrafix complex: formulated by Helena Rubinstein Laboratories, stimulates collagen and GAG structure molecule synthesis* to reinforce the collagenic matrix and promote water bonding in the dermis.

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Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Truly expert, these products offer precise solutions to correct wrinkles, loss of hydration and loss of firmness in the face and neck, eye contour and lips.

Hydra Collagenist

Range of anti-ageing deep hydration skincare for visibly younger skin. Durably mastered hydration.

Hydration at the heart of collagenic matrix.

Collagenist with pro-Xfill, Collagenist Refiner

Range of replumping anti-wrinkle skincare for a visible filling result.

Collagen effect, no injection, no compromise.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

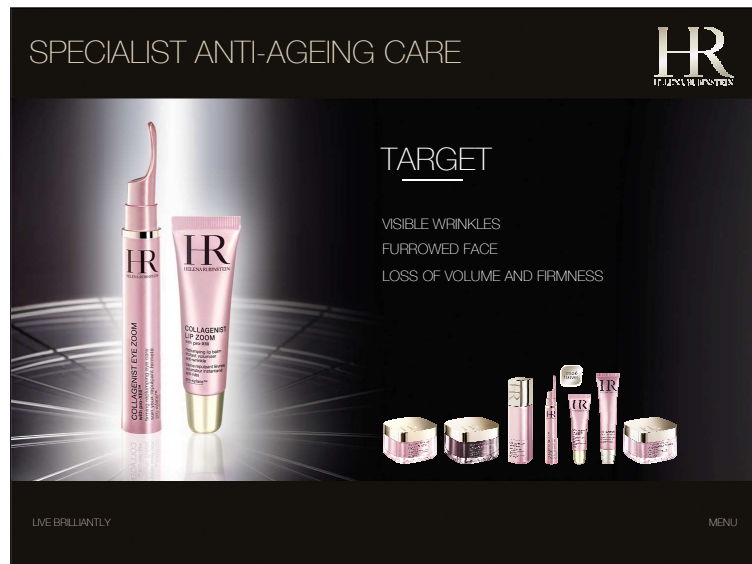
Collagenist with pro-Xfill

Invite your client to look in the mirror and describe what she sees:

"My face is becoming more furrowed with age. My skin is less toned. I have noticed that my wrinkles and fine lines are more and more visible. I would like a skin care treatment to replump my skin."

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize the visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Collagenist with pro-Xfill

According to the client's observations, the visible signs to be targeted are:

VISIBLE WRINKLES

FURROWED FACE

LOSS OF VOLUME & FIRMNESS

Find out more

A main cause of the appearance of wrinkles and loss of firmness:
collagens reduce with age.

With age, skin loses its density and resilience. Collagen, a major component of the skin's support cushion, deteriorates. Little by little the skin no longer recovers its "shape memory" and wrinkles set in. Collagens are fibrous proteins which make up the majority of the dermis' structure (around 70% of the dry weight of human skin).

The main collagens responsible for the firmness and resistance of cutaneous tissues are:

Collagens I and III contribute to the formation of all the dermis' collagen fibrils. They are present in almost every connective tissue.

Collagen IV makes up the dermal-epidermal junction.

Collagen V is located in connective tissues and combines with collagens I and III.

Collagen VII makes up the anchoring filaments.

Did you know?

Every 10 years, the skin loses on average 3% of its elasticity and the dermis becomes 6% thinner.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

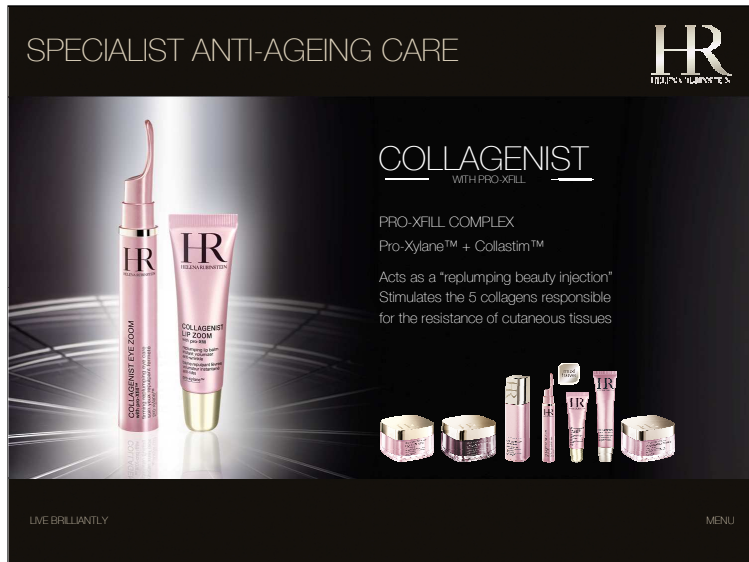
Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Collagenist with pro-Xfill

Drawing on 7 years of pioneering expertise in collagens, HR Laboratories have created Collagenist with pro-Xfill. Like a “replumping injection” the products are formulated to increase skin’s production of the 5 collagens responsible for the cohesion and firmness of cutaneous tissues.



Trainer's guide

Séquence 4 : le soin HR

Outil : slideshow

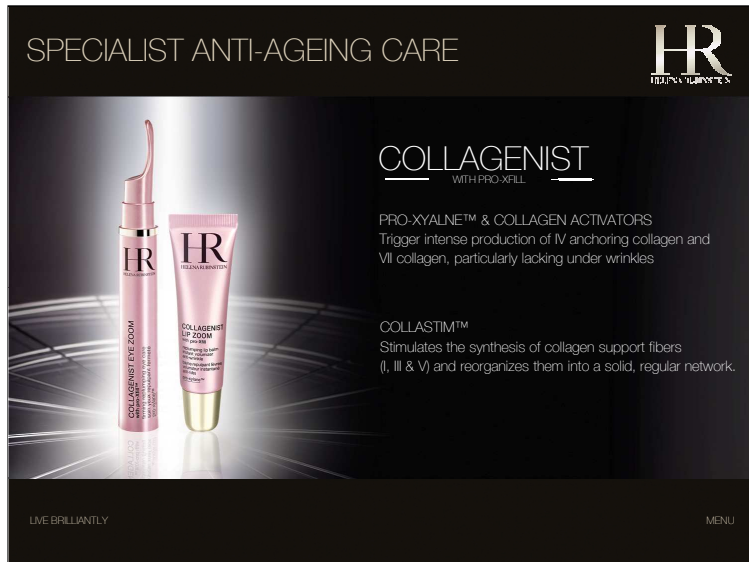
Comments

SPECIALIST ANTI-AGEING CARE

Collagenist with pro-Xfill

This efficacy comes from the cutting edge technology developed by HR laboratories: the **pro-Xfill complex** which stimulates the 5 collagens responsible for the cohesion and resistance of cutaneous tissues.

The **pro-Xfill complex** combines Pro-Xylane™ + Collastim™ for head-on action as a replumping beauty injection and to stimulate the five collagens (I,III,IV,V et VII) responsible for the firmness and resistance of cutaneous tissues, in order to recreate a more toned and replumped skin support cushion.



Trainer's guide

Séquence 4 : le soin HR

Outil : slideshow

Comments

SPECIALIST ANTI-AGEING CARE

Collagenist with pro-Xfill

The pro-Xfill complex combines:

1/ **Pro-xylane™**, a molecule at the cutting edge of anti-ageing research, synthesized from beechwood xylose extract, which has been hailed as the precursor to a new generation of anti-ageing products.

Action: relaunches the synthesis of anchoring collagens (collagen IV and collagen VII particularly lacking under wrinkles)

2/ **Collastim™**

Action: stimulates the synthesis of collagen support fibers (I, III and V) and reorganizes them into a solid, regular network.

3/ **Collagen micro-spheres** have been precisely dimensioned to infiltrate wrinkle furrows

Action: instantly replumps the wrinkle furrow.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Collagenist with pro-Xfill

Visible anti-wrinkle result. No injection – no compromise.

Skin is as though replumped with youth. Skin appears elastic, firm and toned. Day after day, wrinkles and fine lines are smoothed and skin regains its plump resiliency.

Collagenist with pro-Xfill skin care ritual:

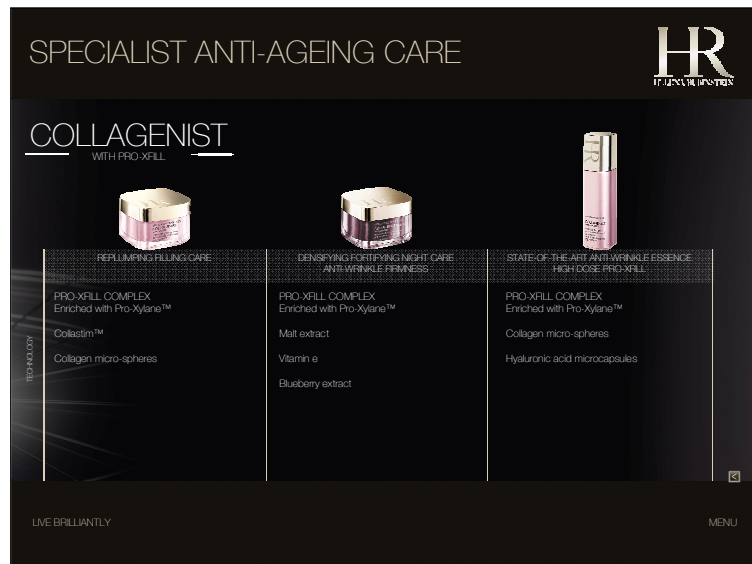
Day: Replumping filling care

Night: Densifying fortifying night care, anti-wrinkle firmness

Serum: State-of-the-art anti-wrinkle essence, high dose pro-Xfill

Eyes: Firming replumping eye care, anti-wrinkle anti-sunken effect **MUST HAVE**

Lips: Replumping lip balm, instant volumizer anti-wrinkle **MUST HAVE**



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 15' (part 2)

Comments

Replumping filling care

PRO-XFILL COMPLEX

Enriched with Pro-xylane™: activation of collagen, synthesis of anchoring collagens

COLLASTIM™: stimulation and reorganization of collagen support fibers

COLLAGEN MICRO-SPHERES: instant smoothing

Densifying fortifying night care

Anti-wrinkle firmness

PRO-XFILL COMPLEX

Enriched with Pro-xylane™: activation of collagen, synthesis of anchoring collagens

MALT EXTRACT & VITAMIN E: protection of collagen reserves

BLUEBERRY EXTRACT: fights the ageing of collagen fibers

State-of-the-art anti-wrinkle essence

High dose pro-xfill

PRO-XFILL COMPLEX

Enriched with Pro-xylane™: activation of collagen, synthesis of anchoring collagens

COLLAGEN MICRO-SPHERES & HYALURONIC ACID

MICROCAPSULES: plumped wrinkle furrows



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Collagenist with pro-Xfill

Visible anti-wrinkle result. No injection – no compromise.

Skin is as though replumped with youth. Skin appears elastic, firmed and toned. Day after day, wrinkles and fine lines are smoothed and skin regains its plump resiliency.

Collagenist with pro-Xfill skin care ritual:

Day: Replumping filling care

Night: Densifying fortifying night care, anti-wrinkle firmness

Serum: State-of-the-art wrinkle essence, high dose pro-Xfill

Eyes: Firming replumping eye care, anti-wrinkle anti-sunken effect **MUST HAVE**

Lips: Replumping lip balm, instant volumizer anti-wrinkle **MUST HAVE**



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

Firming replumping eye care

anti-wrinkle anti-sunken effect

PRO-XFILL COMPLEX: enriched with Pro-xylane™, activation of collagen, synthesis of anchoring collagens

COLLASTIM™: stimulation and reorganization of collagen support fibers

COLLAGEN MICRO-SPHERES: volume and instant smoothing

EXTRACT OF RUSCUS & CAFFEINE: anti-sunken effect

Replumping lip balm

instant volumizer anti-wrinkle

PRO-XFILL COMPLEX: enriched with Pro-xylane™, activation of collagen, synthesis of anchoring collagens

COLLASTIM™: stimulation and reorganization of collagen support fibers

COLLAGEN MICRO-SPHERES: volume and instant smoothing



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Collagenist Refiner with pro-Xfill

Matifying anti-wrinkle care – skin perfector

As well as wrinkles, deficits in collagen are also responsible for other changes that occur on the skin's surface:

- non-homogenous skin tone
- irregular skin surface
- open pores

Collagenist Refiner matifying and skin perfecting products have been formulated to act intensely on an essential cause of the skin's loss of perfection and instantly on its texture.

Pro-Xfill™ & Collastim™ to intensely replump.

Diakalytes & micro-pearls to matify and sublimate the skin in soft light.

Collagenist Refiner with pro-Xfill skin ritual:

Day: Matifying anti-wrinkle care, skin perfector – refining texture

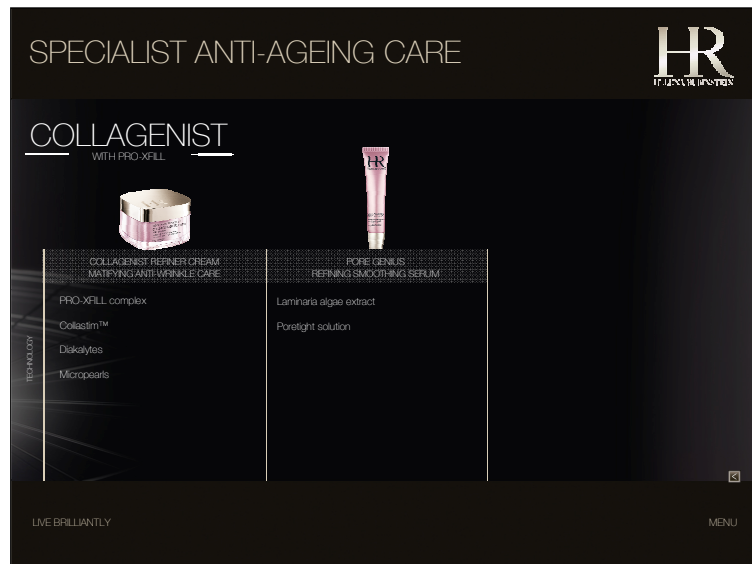
Serum: Pore Genius Serum, refining and smoothing, anti “sagging pores”

Complementary ritual:

Eyes: Firming replumping eye care, anti-wrinkle anti-sunken effect **MUST HAVE**

Lips: Replumping lip balm, instant volumizer, anti-wrinkle **MUST HAVE**

Night: Densifying fortifying night care, anti-wrinkle, firmness



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 15' (part 2)

Comments

Collagenist refiner cream matifying anti-wrinkle care

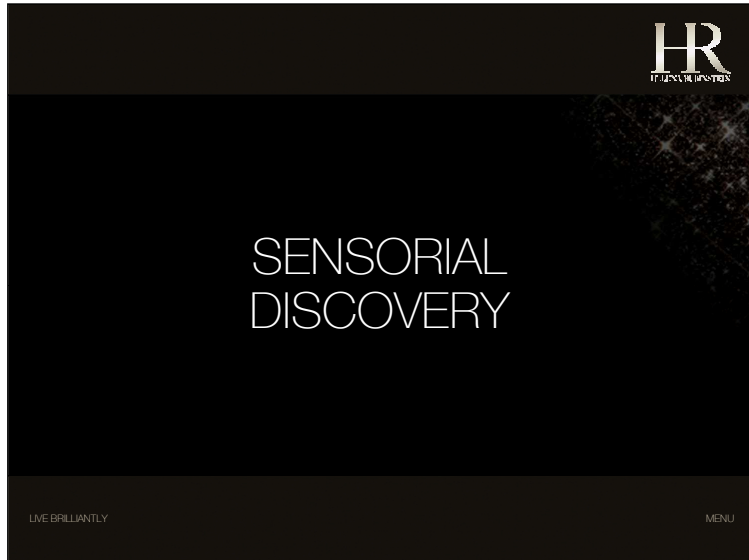
PRO-XFILL COMPLEX & COLLASTIM™: intensely replump

DIAKALYTES & MICRO-PEARLS: matify & light effect

Pore Genius refining smoothing serum

LAMINARIA ALGAE EXTRACT: the skin's structure is maintained in order to "lift" the pores

PORETIGHT SOLUTION: immediately refines pores and skin texture



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 15' (part 2)

Comments

SPECIALIST ANTI-AGEING CARE

Sensorial discovery

The trainer invites participants to try out the textures of the following five products:

1. **Hydra Collagenist** – deep hydration anti-ageing cream
2. **Hydra Collagenist** – deep hydration anti-ageing intensive serum
3. **Collagenist with pro-Xfill** – replumping filling care
4. **Collagenist Eye Zoom with pro-Xfill** – firming replumping eye care
5. **Collagenist State of the art Anti-wrinkle essence** – high dose pro-Xfill

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the cards showing “textures/client concerns/HR keywords” and match the cards to the corresponding products. The trainer assists them and corrects any errors.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 15' (part 2)

Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigies of cellular and tissue research, Prodigy skin care products are true life concentrates, allowing the global treatment of major signs of skin ageing.

Prodigy Powercell

Genuine “youth grafter” skin care that auto-repairs skin in record time, Prodigy Powercell is the ideal skin care for all women looking for daily repair and protection.

Prodigy

A life concentrate for global anti-ageing power, simultaneously targeting the 5 essential mechanisms of skin ageing.

Life Pearl Cellular, the global anti-ageing skincare treatment for mature skin.

The cellular rebirth sumptuous skincare that compensates for the visible signs of hormonal deficiencies.

Compensated dryness, de-creased wrinkles, redefined contours, recreated luminosity



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 20' (part 1)

Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

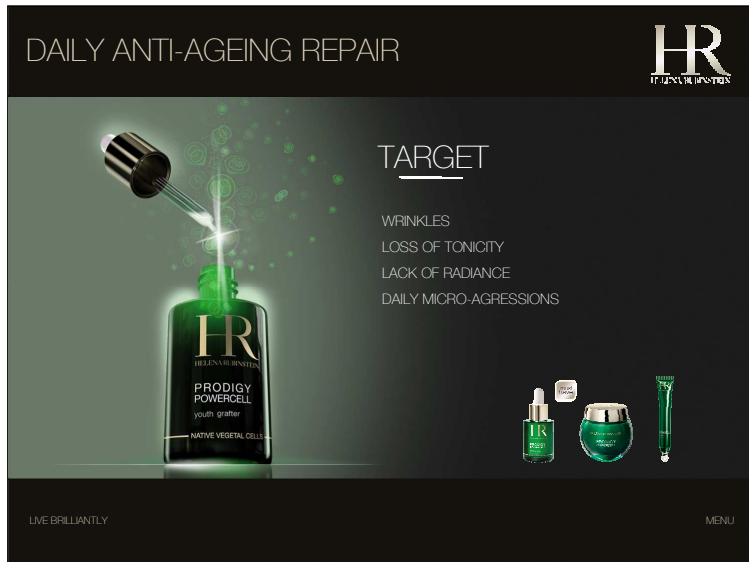
Prodigy Powercell

Invite your client to look in the mirror and describe what she sees:

“My skin lacks vitality and radiance, wrinkles start to appear. I am looking for a skin care that repairs and protects my skin on a daily basis.”

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

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PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy Powercell

According to the client's observations, the visible signs to be targeted are:

WRINKLES

LOSS OF TONICITY

LACK OF RADIANCE

DAILY MICRO-AGRESSIONS

[Find out more](#)

Just like every living creature in nature, skin possesses a remarkable survival instinct, ready to auto-repair at any given moment by creating new cells.

But under the influence of repeated daily micro-aggressions (due to pollution, UV rays, smoke...), the cutaneous barrier's incredible regenerative abilities become exhausted, and skin needs added energy to boost its cellular "motor".



Trainer's guide

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PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy Powercell

2010 innovation: Helena Rubinstein creates Prodigy Powercell youth grafter skin care, at the cutting edge of science, born out of research into tissue reconstruction at Helena Rubinstein Laboratories.

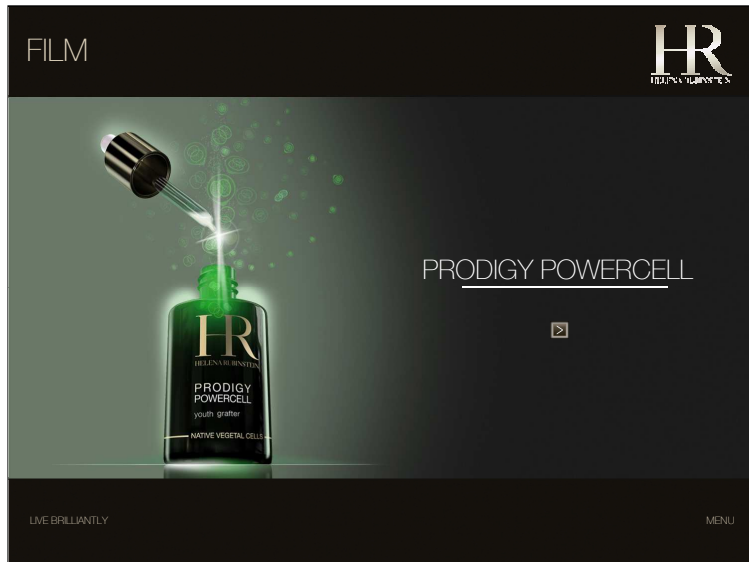
Its power relies on Helena Rubinstein Laboratories' outstanding expertise, at the frontier of the medical realm, assisted by the Lyon Skin Substitutes Laboratory* working in the field of skin reconstruction and healing.

Contained within this prodigious green bottle, all the power of Oceanic Crista vegetal stem cells to offer skin three outstandingly powerful actions:

- cellular regeneration
- tissular repair
- anti-free radical defense

*Find out more

The Lyon Skin Substitutes Laboratory, an affiliate of the French National Scientific Research Centre (CNRS), directed by Odile Damour, is the international reference in the field of in vitro dermal and epidermal reconstruction using skin grafts.



Trainer's guide

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Click on the active zone to start the film.



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PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Oceanic Crista: a true miracle of nature

A powerful anti-oxidant plant with exceptional auto-regenerative faculties.

First appearing in the depths of the ocean, Oceanic Crista gradually migrated to land through the ages, eventually blooming on rocky coastlines. An onslaught of winds and tides forced the plant to develop incredible resistance capacities to survive and adapt to numerous environmental assaults: salt-laden soils, harsh spray, dryness...

Oceanic Crista has succeeded in developing its remarkable defense mechanisms by secreting a host of different molecules – trace elements, mineral salts, iodine, vitamins... which endow it with exceptional longevity.

Helena Rubinstein Laboratories have extracted its vital quintessence:

Vegetal stem cells, 100% active power



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PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Oceanic Crista vegetal stem cells are generated in vitro using biotechnology.

Thanks to this unique biotechnological process, Helena Rubinstein Laboratories now have access to stable and unlimited cell-lines of vegetal stem cells. Their metabolism is oriented towards the desired molecular qualities, producing a myriad of components with powerful stimulative and anti-oxidant properties.

These ultra-condensed molecular structures are much richer and more varied than the molecular varieties produced by the plant itself in its natural environment.

This precious vegetal stem cell concentrate acts on the three principal anti-ageing mechanisms:

1- Cellular regeneration

Endowed with energizing capacities, vegetal cells derived from Oceanic Crista promote cell proliferation, accelerate tissular repair and help to restore skin's barrier function*.

*in vitro study on reconstructed skin

2- Tissular repair

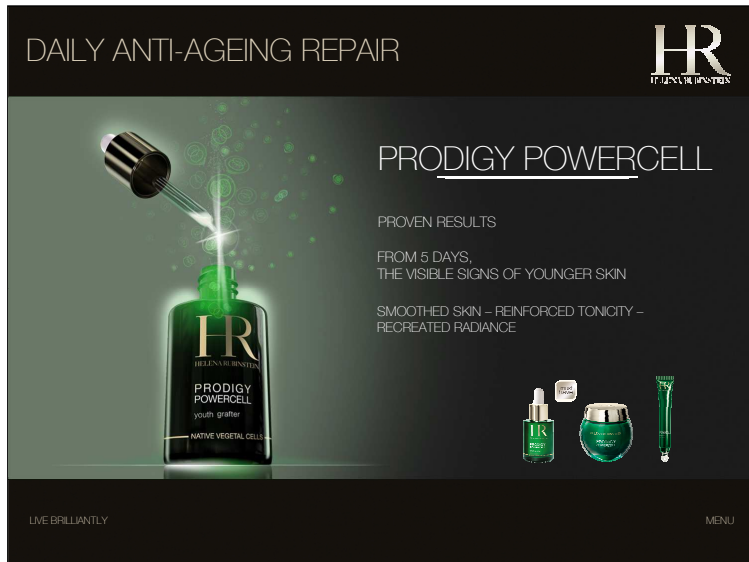
Rich in unique stimulative and dynamizing factors, Oceanic Crista native vegetal cells actively promote* epidermal tissular repair.

*in vitro study on reconstructed epidermis

3- Anti-free radical defense

This concentrate of Oceanic Crista vegetal stem cells is endowed with powerful anti-oxidant* effects to intensely protect skin cells from the harmful and ageing effects of free radicals. In vitro tests demonstrate that Oceanic Crista native vegetal cells protect DNA and cell membranes from oxidation*.

*in vitro test



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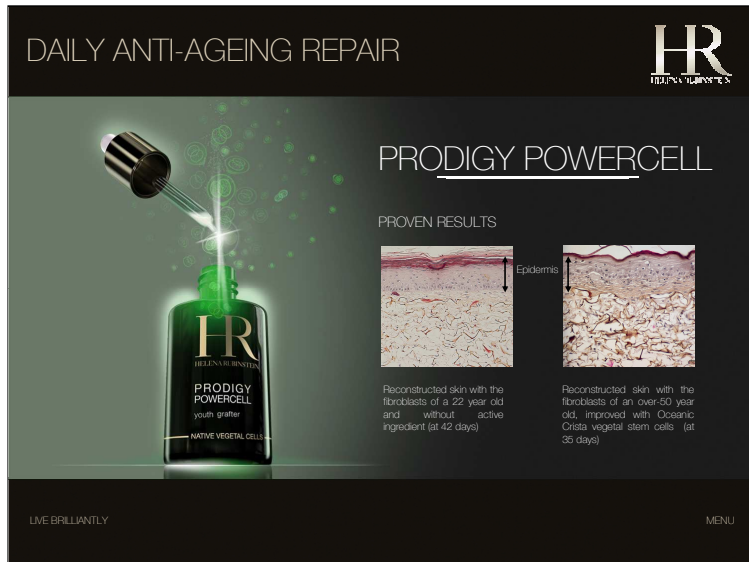
Prodigy Powercell

Proven results and impressive benefits on the quality of skin tissues.

From 5 days, the visible signs of younger skin.

Smoothed skin, recreated radiance, reinforced tonicity

Wrinkles fade, skin once again glows from within, its tonicity improves, its anti-free radical defenses are strengthened, it is better hydrated.



Trainer's guide

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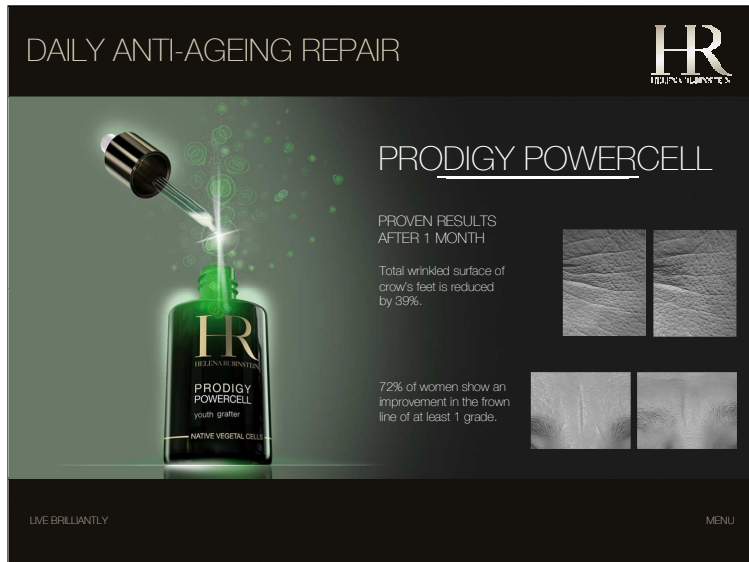
Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Proven results, impressive improvement in cutaneous tissue quality.

At 35 days, under the influence of Oceanic Crista vegetal stem cells, we can see that the reconstructed skin epidermis (fibroblasts taken from the skin of an over-50 year old) is closer to young skin: it is almost the same thickness as reconstructed skin with the fibroblasts of a 22 year old:



Trainer's guide

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PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Reduced wrinkles and fine lines:

A cutaneous relief study on crow's feet wrinkles showed results on the number and length of wrinkles after 8 days, increasing after 4 weeks*:

After one month, the total wrinkled surface of the crow's feet area is reduced by 39%*

**Cosmeto-clinical study with skin print analysis / 40 women*

A second dermatological study on between-the-brow wrinkles and lips using a photographic scale demonstrated:

- Frown line:

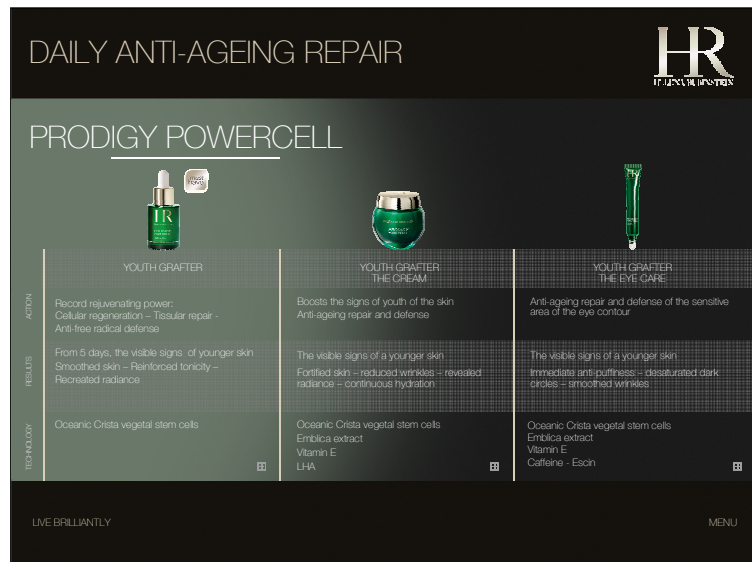
After 1 month: 73% of women show an improvement in the frown line at least one grade on the photographic scale*, with 40% improving by 2 grades.

**scoring by the dermatologist on 40 women*

- Upper lip wrinkles

After 1 month, 80% of women show an improvement in upper lip wrinkles of at least one grade* on the photographic scale*, with 34% improving by at least 2 grades.

**scoring by the dermatologist on 40 women*



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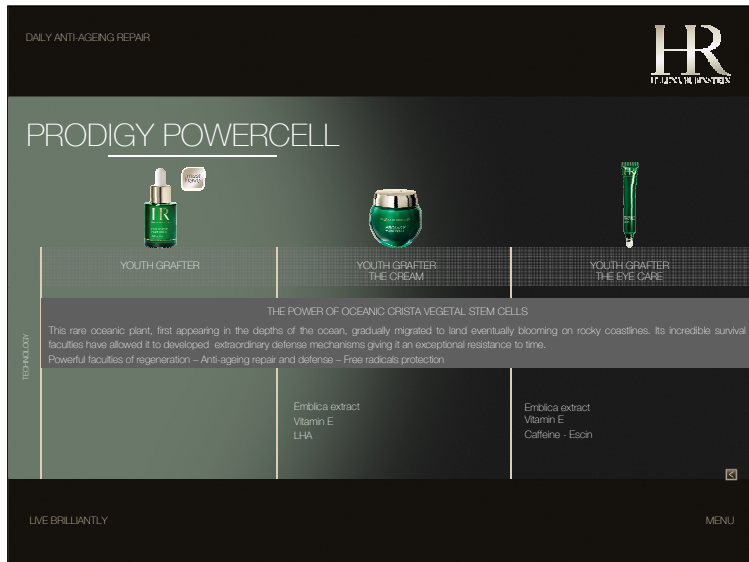
Wrinkles fade, skin once again glows from within, its tonicity improves, its anti-free radical defenses are strengthened, it is better hydrated.

Prodigy Powercell skin care ritual

Serum : **MUST HAVE** Youth Grafter skincare

Cream : Youth Grafter the Cream

Eye care : Youth Grafter the Eye Care



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

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Comments

PRODIGY POWERCELL YOUTH GRAFTER

THE POWER OF OCEANIC CRISTA VEGETAL STEM CELLS

This rare oceanic plant, first appearing in the depths of the ocean, gradually migrated to land, blooming on coastlines. Its survival faculties have allowed it to develop exceptional defense mechanisms by secreting trace elements, mineral salts, iodine and vitamins, giving it an exceptional resistance to time. Oceanic Crista native vegetal cells promote cellular proliferation and accelerate tissue regeneration. These plant-derived cells are endowed with powerful anti-oxidant* effects to intensely protect skin cells from the harmful and ageing effects of free radicals.

*in vitro test

Prodigy Powercell The cream

Vegetal stem cell

Embolica extract and vitamin E: antioxidant power - protection against free radicals

LHA: increase skin renewal - smooth skin

Prodigy Powercell The eye care

Vegetal stem cells

Embolica extract and vitamin E: antioxidant power - protection against free radicals

Caffeine and Escin (Indian chestnut extract) : draining and decongestant action – reduce puffiness



Trainer's guide

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PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy

Invite your client to look in the mirror and describe what she sees:

"My skin is dehydrated, my complexion is uneven, wrinkles and fine lines are appearing. I'm looking for a skin care that can work on every front."

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize the visible signs cf. next slide.



Trainer's guide

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PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy

According to the client's observations, the visible signs to be targeted are:

OBVIOUS WRINKLES
LOSS OF TONICITY
UNEVEN COMPLEXION
LACK OF RADIANCE
DEHYDRATION

Find out more

Prodigy achieves a true scientific feat: infusing skin with the vital energy it needs to fight the effects of time.

1. Fight the reduction in lipid synthesis that leads to skin dryness
2. Prevent the slowing of cellular renewal involved in wrinkle formation
3. Slow the breakdown of collagen and elastin
4. Act against the poor regulation of melanin production that causes brown spots and pigment irregularities
5. Combat the slowing of cutaneous micro-circulation



Trainer's guide

Sequence 4 : HR Skincare

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Time : 1H 20' (part 1)

Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy

The feat: HR Laboratories have succeeded in formulating a true life concentrate, BIO-SAP, a selection of 15 of the highest-performance anti-ageing active ingredients at high concentrations, able to simultaneously combat all 5 mechanisms of ageing skin.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

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Time : 1H 20' (part 1)

Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy

Technological expertise: **encapsulated Bio-Sap**

Bio-Sap is as if “encapsulated” in a double weave network to deliver all its efficacy as close as possible to the cells. Only this unique formulation system could integrate such a high number and rich variety of active ingredients.

Gatuline, pro-vitamin b5, royal jelly: cell renewal

Rice peptides and soy seed extract: collagen and elastin fiber protection

White grape and beech bud extracts, Vitamins Cg & E: pigment spots

Ruscus extracts, caffeine: microcirculation

Ceramide precursor, cholesterol: lipid synthesis



Trainer's guide

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PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy

The active ingredients contained in encapsulated Bio-Sap

Gatuline, Pro-vitamin B5, Royal Jelly: cellular renewal

Rice peptides and soy seed extract: protection of collagen and elastin fibers

White grape and beech bud extract, Vitamins Cg & E: pigment spots

Ruscus extracts, caffeine: microcirculation

Ceramide precursors, cholesterol: Lipid synthesis



Trainer's guide

Sequence 4 : HR Skincare

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Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy

5 results to tackle the 5 essential mechanisms of cutaneous ageing

Tests carried out on a panel of 41 women aged between 42 and 64.
Application of Prodigy Cream over 4 weeks.

Observations measured by dermatologists.



Trainer's guide

Sequence 4 : HR Skincare

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Time : 1H 20' (part 1)

Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy

Result: Incomparable anti-ageing power

Smoothness – Firmness – Radiance – Hydration – Even complexion

On application, skin is nourished and hydrated; the complexion appears more luminous. Day after day, skin's mechanisms are re-activated: regenerated, re-firmed and smoothed, it regains its vitality.

Tested by women*:

Smoothness 83% - Radiance 83% - Complexion evenness 81% - Firmness 79% - Hydration 86%

* Use test 132 women – 3 weeks

Prodigy skin care ritual

Day: **MUST HAVE** Global Anti-ageing Concentrate

Night: Night Tissue Global Anti-ageing Concentrate

Serum: Global Anti-ageing Repair Serum

Eyes: Global Anti-ageing Concentrate Eye Balm

Eye serum: Global Anti-ageing Eye Zone Serum

Anti-ageing cleanser and make-up remover



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 20' (part 1)

Comments

Global anti-ageing concentrate

"ENCAPSULATED" BIO-SAP

Ceramide, cholesterol, royal jelly: lipid synthesis

Gatuline, beech bud extract, pro-vitamin b5: cell renewal

Rice peptides, soy seed extracts: collagen and elastin fiber protection

Vitamins c & e, grape extract: brown spots

Ruscus, caffeine: blood micro-circulation

Global anti-ageing concentrate eye balm

"ENCAPSULATED" BIO-SAP, exclusively for the eye contour

Gatuline, pro-vitamin B5, green algae extract: cell renewal

Rice peptides, soy seed extract and brown algae extract: collagen and elastin fiber protection

Beech bud, acacia honey: excess melanin

Ruscus extracts, caffeine, black wheat wax: micro-circulation

Ceramide precursor, cholesterol: epidermal lipid synthesis

Polyamide fibers: instant radiance effect

Night Tissular

Global anti-ageing night concentrate

NOCTA-SAP™

Chron'Algae: re-activates cellular metabolism

Pro-Xylane™: combats loss of density

Japanese cedar bud extract, vigna seed extract: cellular reconstruction

Evening primrose extract: strengthens skin

Water-lily flower extract: trengthens natural defenses

Ruscus extract: blood micro-circulation



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 20' (part 1)

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PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Prodigy

Result: Unrivaled anti-ageing power

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Anti-ageing cleanser and make-up remover



Trainer's guide

Sequence 4 : HR Skincare

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Time : 1H 20' (part 1)

Comments

Eye zone serum

Global anti-ageing eye care

"ENCAPSULATED" BIO-SAP

EXCLUSIVE TENSOR-EFFECT ACTIVE INGREDIENT

Argan extract: tensor-effect active ingredient for an instant lifting and smoothing effect

Global anti-ageing repair serum

BIO-MATRICE™

Japanese cedar bud extract, Indian vigna seed extract: cellular reconstruction

"ENCAPSULATED" BIO-SAP

Anti-ageing cleanser & Anti-ageing make-up remover

PURIFYING BIO-SAP

Shea butter extract: protects

Skin renew: stimulates cell renewal

Aqua Softyl: neutralizes drying effects of hard water

Ceramide precursors: reinforce lipid barrier

Soy seed extracts and rice peptides: firmness and elasticity

MICELLAR OILS

Micro-droplets for optimum make-up removal power



Trainer's guide

Sequence 4 : HR Skincare

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Trainer's guide

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Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

Invite your client to look in the mirror and describe what she sees:

“I see my skin becoming thinner, marked and sagging. It is less supple and lacking comfort. I am looking for an intense skincare to visibly rejuvenate my skin and regain suppleness, comfort and radiance.”

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize the visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

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Time :1H 20' (part 1)

Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

According to the client's observations, the visible signs to be targeted are:

MATURE SKIN

VISIBLE SIGNS OF HORMONAL DEFICIENCIES

SAGGING

DEEP WRINKLES

EXTREME SKIN DRYNESS

LACK OF LUMINOSITY

Find out more

Life Pearl Cellular is a complete skincare range specifically designed to compensate for the visible effects of aging linked to hormonal deficiencies. It offers skin intense cellular rebirth (Life Pearl technology) and rebalances its vital functions 📄



Trainer's guide

Sequence 4 : HR Skincare

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Objective : mastering HR skincare, geography and key sales messages

Time :1H 20' (part 1)

Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

The global anti-ageing skincare for mature skin with unique a concentrate of precious active ingredients to reinforce cells' internal structure and reinitialize cellular metabolism.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

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Time :1H 20' (part 1)

Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

Natural masterpiece and pearl of technology!

Like our skin, the pearl builds its very own beauty and radiance: a pure pearl nucleus grafted into the heart of the oyster relaunched reproductive cell activity, thus forming the many layers of pearl in the Royal Black Pearl.

By relaunching reproductive cell activity, the pearl nucleus acts like a true catalyst. It can create between 400 and 1 000 layers of pearl.

Mature skin expertise: reinforces the cells' cyto-structure or internal structure.

- CYTO-PEARL ELIXIR™ rebuilds the cell's internal structure deep-down and revives their metabolism leaving skin redensified and wrinkles intensely smoothed.

- PHYTO-SUBSTITUTE™, a “cellular messenger” produced by jasmine, reactivates the production of lipids that are vital to skin nutrition and suppleness.

Reminder

The cyto-structure = a network of filaments that make up the skin cells' inner skeleton



Trainer's guide

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Time :1H 20' (part 1)

Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

The Cyto-pearl elixir, more concentrated!

Vital essence of Mamaku, from New-Zealand, occupies prime position in the Maori pharmacopeia tradition due to its regenerating virtues. Tested in the laboratory, this precious fern sap “reconstructs”, fortifies and has a protective effect on the cytoskeleton.

Micronized pearl powder is notably used in bone graft surgery. (Tests in vitro)

The Phyto-substitute, a breakthrough cellular messenger

This groundbreaking complex acts long term on established cutaneous dryness. Exclusive in its role as a “cellular messenger” (with a chemical structure close to that of the hormones capable of sending signals to cells), jasmine extract has prosebogenic properties. It is in the same vein as gamma-oryzanol (aka rice bran oil), also present in the Life Pearl Cellular formula. These two active ingredients of plant origin effectively stimulate sebum synthesis and thus rebalance the hydrolipidic film at the skin's surface. (In vitro tests)



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

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Time : 1H 20' (part 1)

Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

Result: compensated dryness, de-created wrinkles, redefined contours, recreated luminosity

80 women with all skin types - using Life Pearl Cellular morning and evening over the course of 4 weeks:

Compensated skin dryness: 90%

More luminous complexion: 86%

More supple skin: 85%

More elastic, firmer skin: 80%

More uniform décolleté coloring: 71%

De-created neck skin: 68%

Wrinkles reduced: 65%

Life Pearl Cellular skin care ritual

Day: Cellular rebirth sumptuous cream

Eyes & Lips: Rebirth care for eyes and lips

Cellular emulsion & Cellular lotion



Trainer's guide

Sequence 4 : HR Skincare

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Time : 1H 20' (part 1)

Comments

Cyto-pearl elixir™: made of a precious plant sap from New Zealand and micronized pearl extract that reinforce the inner structure of the cells and reinitialize the cellular metabolism in mature skins for a smoother skin and sharper contours.

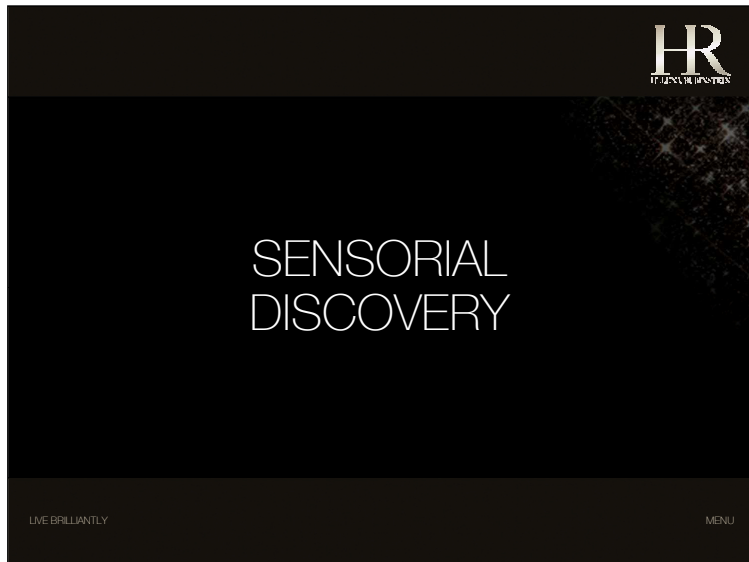
Phyto-substitute™: veritable cellular messenger found in jasmine that relaunched lipid synthesis to recreate an optimum lipid profile.

Longevity Shiitake: stimulates the production of collagen III and redensify the skin a for firmer, denser skin and a sharper lip contour.

Diakalytes: hollow hemispherical microparticles with an incredible regularity which optimizes the skin-light interactions and evens out the shadows and lights to visibly correct the skin surface's irregularities.

Sweet chestnut extract: obtained from the Castanea Sativa, one of the most majestic trees of longevity combined **Lotus flower oil** to favour the restoration of the skin's lipid barrier and help to prevent its drying out.

Vital essence of Mamaku: relaunched epidermal cellular renewal and stimulates the synthesis of glycosamonioglycans for skin redensification.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 20' (part 1)

Comments

PRODIGIOUS – GLOBAL ANTI-AGEING CARE

Sensorial discovery

The trainer invites participants to try out the textures of the following three products:

1. **Prodigy Powercell** – Youth grafter skin care
2. **Prodigy** – Global anti-ageing concentrate
3. **Life Pearl Cellular** – Cellular Rebirth Sumptuous Cream

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the **9 cards showing "textures/client concerns/HR keywords"** and match the cards to the corresponding products. The trainer assists them and corrects.



12h30



Lunch
14h00



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 15' (part 2)

Comments

INSTANT COSMETIC INTERVENTIONS

In a shared quest for outstanding cosmetic results, Helena Rubinstein has joined forces with LACLINIC MONTREUX, a prestigious Swiss clinic globally renowned for its cutting-edge techniques, resulting in an unprecedented alliance of anti-ageing expertise.

HR feat: spectacular clinical results achieved instantly.

Prodigy Re-Plasty Mesolift

The first ever instant anti-ageing cosmetic procedure inspired by the mesolift procedure carried out at Laclinic Montreux and developed to offer an anti-ageing revitalizing lift and global protection.

Prodigy Re-Plasty High Definition Peel

The first ever instant anti-ageing cosmetic procedure to replicate the sophisticated chemical peel technology employed at LACLINIC MONTREUX for three combined actions: peel – correction - protection.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 15' (part 2)

Comments

Initiator of avant-garde anti-ageing cosmetics, pioneer in the creation of clinically-inspired skin care, Helena Rubinstein has today crossed a new threshold in the quest for excellent cosmetics by joining forces with LACLINIC MONTREUX , resulting in an unprecedented alliance of anti-ageing expertise.

A first for a cosmetics brand!

Laclinic Montreux is without doubt currently one of the world's most prestigious clinics, bringing together qualified, recognized specialists who unite art and science for spectacular results.

In this exceptional place, where medical perfection and an artistic approach are valued in equal measure, but where surgery is only considered as a last resort, all esthetic medical and paramedical specialties can be found:

- a beauty salon: face and body treatments, endermologie (cellu M6), post- and pre-operation care, permanent hair removal...
- an esthetic medical center: Wrinkle treatments with injections, non-surgical lifts, mesotherapy, laser or flash lamp photo-rejuvenation, peels, dermabrasion, laser skin firming...
- a dental clinic
- and a plastic, reconstructive and esthetic surgery department, at the cutting edge of technology. Wrinkle treatment, eyelid, nose and ear surgery, lifts, chin remodeling with or without an implant, thigh and stomach plastic surgery, lipofilling or lipostructure, hair transplants...



Trainer's guide

Sequence 4 : HR Skincare

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Time :1H 15' (part 2)

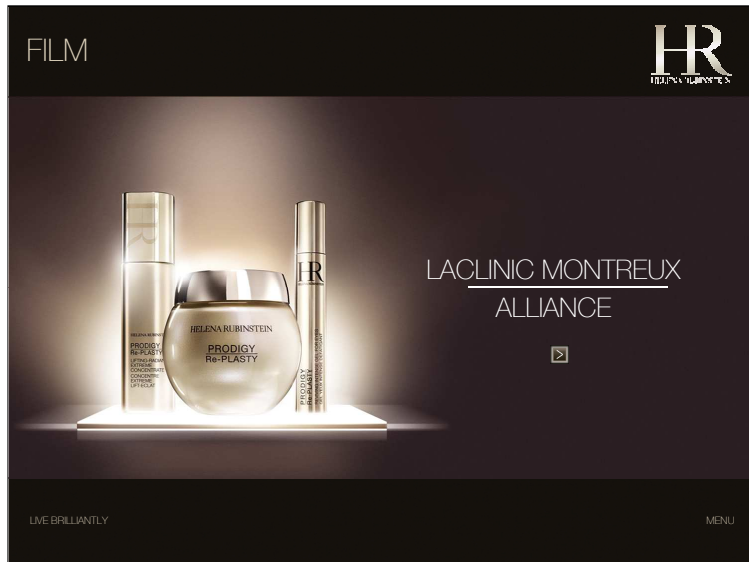
Comments

HR & LACLINIC MONTREUX: A GROUND-BREAKING PARTNERSHIP TO PRECISELY RECREATE THE MESOLIFT PROTOCOL PERFORMED AT LACLINIC MONTREUX

The MESOLIFT is the 1st esthetic medical procedure recommended by the medical world to restore the fullness of youth to women's skin. It is particularly suitable as a means of maintaining skin's quality when the complexion begins to appear dull and fatigued.

It involves delivering mini-doses of a revitalizing selection of anti-ageing factors just beneath skin's surface.

These superficial injections provide instantly smoothing lift and radiance results: instantly reducing tiredness, illuminating the complexion and restoring skin's tonicity.



Trainer's guide

Sequence 4 : HR Skincare

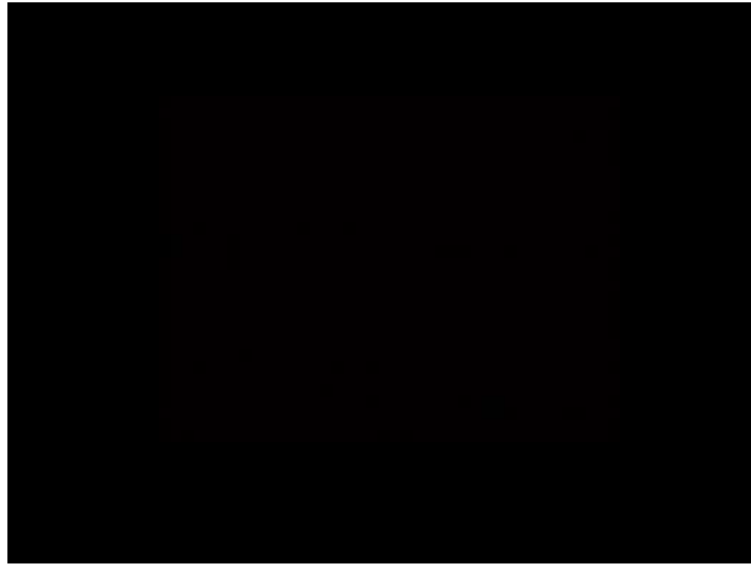
Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

Click on the active zone to start the film.



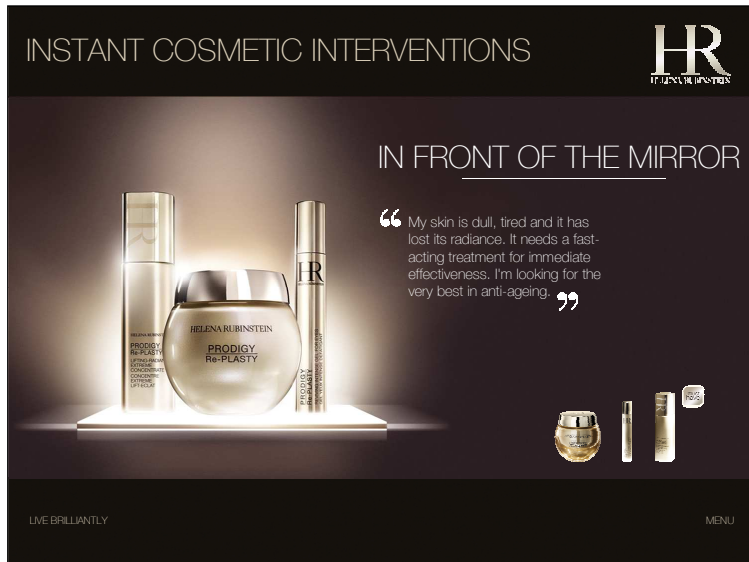
Trainer's guide

Sequence 4 : HR Skincare

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Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

INSTANT COSMETIC INTERVENTIONS

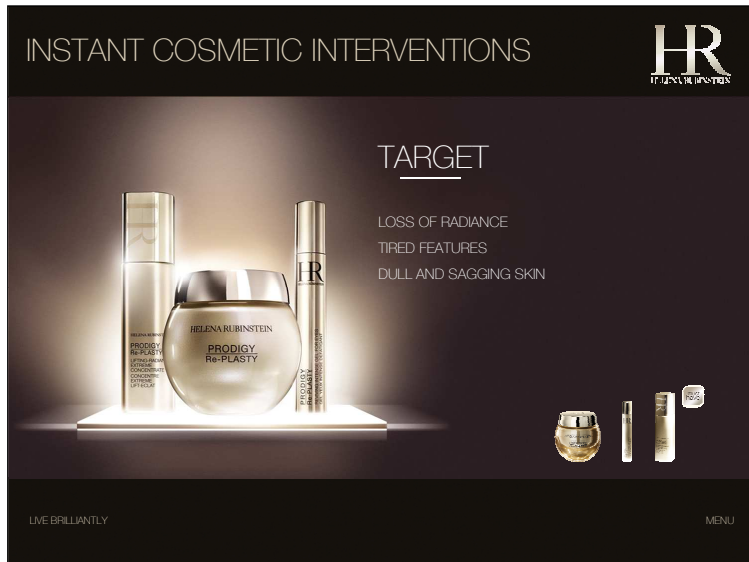
Prodigy Re-Plasty Cosmetic Mesolift

Invite your client to look in the mirror and say what she sees:

“My skin is dull, tired and it has lost its radiance. It needs a fast-acting treatment for immediate effectiveness. I'm looking for the very best in anti-ageing.”

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

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Time : 1H 15' (part 2)

Comments

INSTANT COSMETIC INTERVENTIONS

Prodigy Re-Plasty Cosmetic Mesolift

According to the client's observations, the visible signs to be targeted are:

LOSS OF RADIANCE

TIRED FEATURES

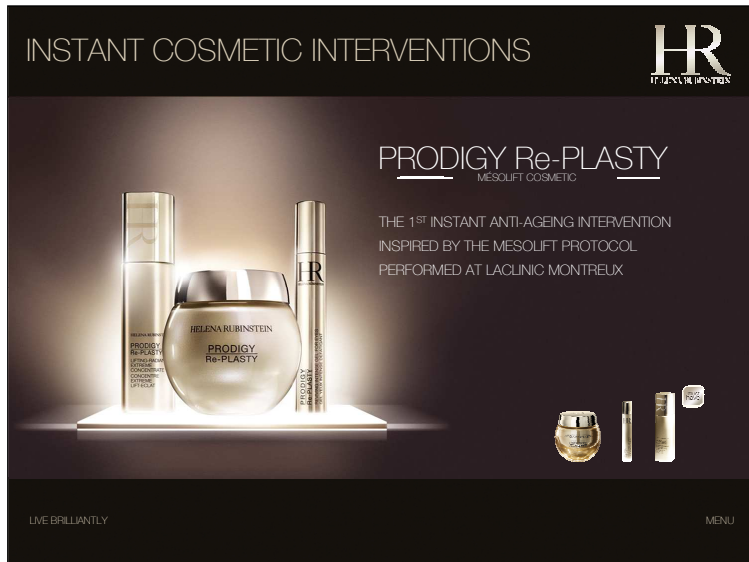
DULL AND SAGGING SKIN

With age, skin loses its natural ability to auto-vitalize and protect itself. Two signs betray this loss of inner vitality: a deterioration of skin's luminous texture and the tone of its contours.

This prodigious skin care range is designed for all women over 35, concerned by:

- a less refined and velvety skin texture
- a loss of facial tone with less defined contours
- a dull, tired-looking complexion

=> Women who want to regain the radiance and fullness of youth with an improved skin texture.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

INSTANT COSMETIC INTERVENTIONS

Prodigy Re-Plasty Cosmetic Mesolift

Developed in direct partnership with the clinical team at LACLINIC MONTREUX, PRODIGY Re-PLASTY is the 1st ever range of INSTANT ANTI-AGEING INTEVENTIONS to be carried out at home, without surgery or injections, faithfully reproducing the protocol performed at LACLINIC.

Find out more – MESOLIFT IN ESTHETIC MEDICINE

The MESOLIFT is the 1st esthetic medical procedure recommended by the medical world to restore the fullness of youth to women's skin. It is particularly advised as a means of maintaining skin's quality when the complexion begins to appear dull and fatigued. It involves delivering mini-doses of a revitalizing anti-ageing protocol just beneath skin's surface. These superficial injections provide instantly smoothing lifting and radiance results: instantly reducing tiredness, illuminating the complexion and restoring skin's tonicity. At LACLINIC-MONTREUX, plastic surgeons employ a nourishing and revitalizing blend containing:

- vitamins, trace elements and minerals,
- hyaluronic acid to plump and re-hydrate the dermis,
- active ingredients to stimulate micro-circulation, oxygenation and collagen synthesis within the skin.

Results are visible after the first treatment: skin is firmer, more toned and radiant.



Trainer's guide

Sequence 4 : HR Skincare

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Time :1H 15' (part 2)

Comments

INSTANT COSMETIC INTERVENTIONS

Prodigy Re-Plasty Cosmetic Mesolift

To reproduce the spectacular instant clinical results of mesolift, Helena Rubinstein Laboratories have created a prodigious new cosmetic technology: Meso-solution, an exclusive complex meticulously integrating the major components of the mesolift solution:

- pure Vitamin C (10% in the Lifting-Radiance Extreme Concentrate)
- Hyaluronic acid
- Amino acids
- Pro-oxygenation active ingredient (algae extract)

at precise dosages developed by the medical team at LACLINIC MONTREUX.

[Find out more](#)

Meso-solution

This exclusive complex meticulously integrates the key components of the mesolift solution for expert action on cutaneous plasto-radiance: skin substance radiance and perfection.

High ferulin concentration

This powerful protective complex enriched with ferulic acid - one of the most powerful cell-protecting agents used in dermatology - is designed to assist cell's 'bodyguards' in fending off the attacks of chronological and environmental ageing.

Glow filter

Works like a radiance shield to instantly create ideal skin luminosity while protecting it from the harmful effects of UV rays.



Trainer's guide

Sequence 4 : HR Skincare

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Time :1H 15' (part 2)

Comments

INSTANT COSMETIC INTERVENTIONS

Prodigy Re-Plasty Mesolift Cosmetic

Ingredients specifically selected to perfectly target identified problems.

The three anti-ageing cosmetic interventions all contain meso-solution and ferulic acid.

Meso-solution

This exclusive complex meticulously integrates the key components of a meso-lift solution for expert action on cutaneous plasto-radiance: skin substance radiance and perfection.

Highly concentrated pure Vitamin C has unique properties at epidermal and dermal level. A powerful anti-free radical, activity on skin smoothing and complexion uniformity. Result: more radiant, smoother skin.

Hyaluronic acid, an excellent moisturizer thanks to its ability to absorb up to 1000 times its weight in water.

Amino acids help to restructure tissue whose protein structure has been damaged by the process of cutaneous ageing. It also contributes to improving cutaneous hydration.

Pro-oxygenating active ingredient for firmer and more toned skin, as though lifted

High ferulin concentration

This powerful protective complex enriched with ferulic acid – one of the most powerful cell-protecting agents used in dermatology – is designed to assist cells' 'bodyguards' in fending off the attacks of chronological and environmental ageing.

Glow filter

Works like a radiance shield to instantly create ideal skin luminosity while protecting it from the harmful effects of UV rays.



Trainer's guide

Sequence 4 : HR Skincare

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Comments

INSTANT COSMETIC INTERVENTIONS

Prodigy Re-Plasty Cosmetic Mesolift

Instantly visible clinical results.

ACTIVE LIFT – RADIANCE INJECTION – IDEAL SKIN PLASTICITY

Skin is instantly protected and its plasticity perfected. Visible smoothing lift, clarified and evened out complexion, features visibly toned. After 1 month, skin's appearance is transformed. Intense smoothing lift, uniform skin texture, restored radiance.

Prodigy Re-Plasty Cosmetic Mesolift Ritual

Day: Lifting Radiance Intense Cream SPF 15

Eyes: Reviving Extreme Gel for Eyes

Serum: Lifting Radiance Extreme Concentrate



Trainer's guide

Sequence 4 : HR Skincare

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Comments

Lifting radiance intense cream SPF 15

MESO-SOLUTION

Vitamin CG (pure): powerful anti-oxidant

Hyaluronic acid: "plumping effect"

Amino acids: hydrating properties

Brown algae extract: pro-oxygenation

FERULIN: powerful anti-ageing re-structuring, anti-free radical, anti-dehydration ingredient

GLOW FILTER (mother-of-pearl + filters): instant illuminating effect, active protection

Reviving extreme gel for eyes

MESO-SOLUTION

FERULIC ACID: powerful anti-ageing re-structuring, anti-free radical, anti-dehydration ingredient

EXPERT DOSAGE OF DRAINING ACTIVE INGREDIENTS: anti-under eye bags, anti-dark circles

Lifting radiance extreme concentrate

MESO-SOLUTION C10

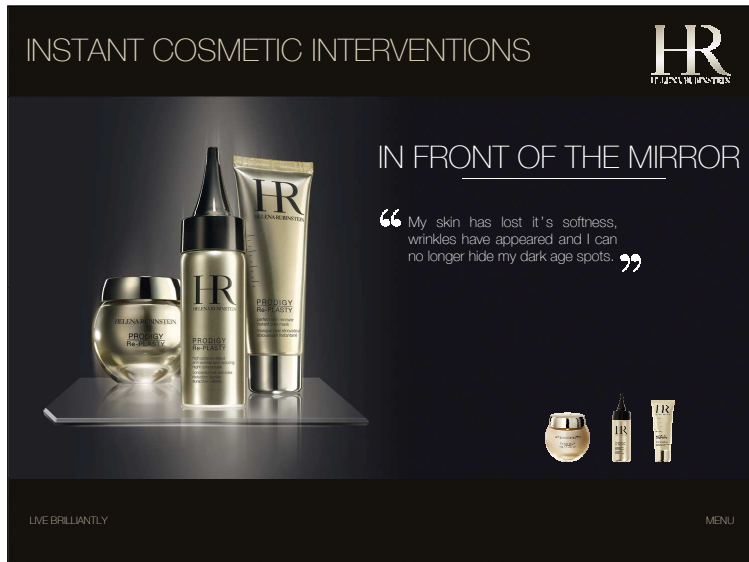
10% pure Vitamin C: powerful anti-oxidant

Hyaluronic acid: "plumping effect"

Amino acids: hydrating properties

Brown algae extract: pro-oxygenation

FERULIC ACID: powerful anti-ageing re-structuring, anti-free radical, anti-dehydration



Trainer's guide

Sequence 4 : HR Skincare

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Comments

INSTANT COSMETIC INTERVENTIONS

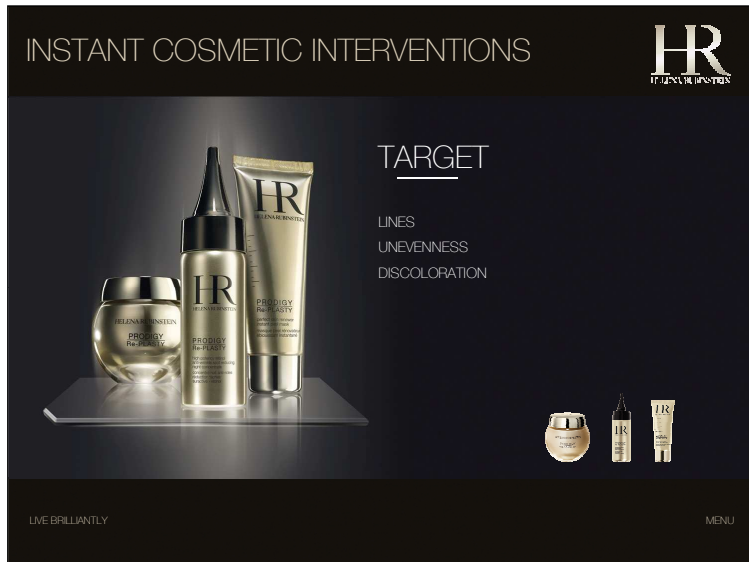
Prodigy Re-Plasty High Definition Peel

Invite your client to look in the mirror and describe what she sees:

"My skin has lost its softness, wrinkles have appeared and I can no longer hide my dark age spots..."

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

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Time :1H 15' (part 2)

Comments

INSTANT COSMETIC INTERVENTIONS

Prodigy Re-Plasty High Definition Peel

According to the client's observations, the visible signs to be targeted are:

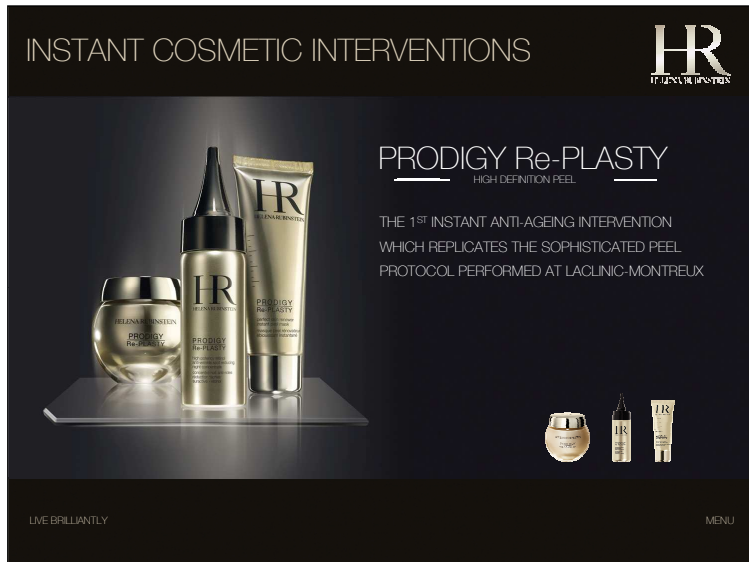
LINES

UNEVENNESS

DISCOLORATION

Prodigy Re-Plasty Cosmetic Mesolift is designed for all women who, past the age of 35, are concerned by fine lines and wrinkles, complexion irregularities (flaws, roughness and age spots) and discoloration, and are looking for instant visible results

With age, cell renewal slows down (-30% between the ages of 20 and 50): skin's corneal layer thickens while the epidermis thins. This results in a visible deterioration of skin's quality: less smooth and less radiant, it begins to show wrinkles, imperfections and dark spots.



Trainer's guide

Sequence 4 : HR Skincare

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Comments

INSTANT COSMETIC INTERVENTIONS

Prodigy Re-Plasty High Definition Peel

Developed in direct partnership with the clinical team at LACLINIC MONTREUX, PRODIGY Re-PLASTY is the 1st range that replicates the technology of a sophisticated peel from Laclinic Montreux.

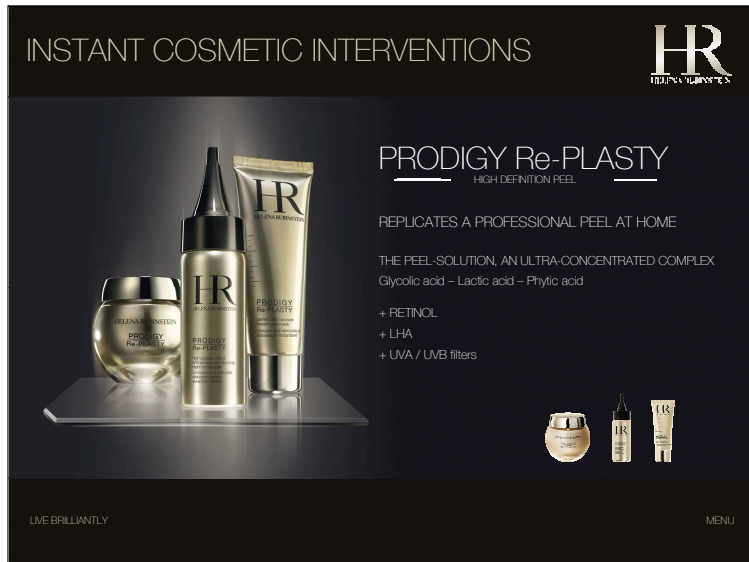
"The aim of an anti-ageing peel is to regain beautiful skin that looks brand new: correcting wrinkles, smoothing irregularities and reducing dark age spots and discoloration," Dr Pfulg.

Find out more – CLINICAL PEELS

The peel is an esthetic medicine technique which involves renewing the epidermis by desquamation to act on the quality of the skin surface: lines, unevenness, discoloration.

The peel developed by the plastic surgeons at Laclinic Montreux is a highly sophisticated procedure. They go beyond classical resurfacing by enriching their peel with anti-ageing active ingredients to correct and protect skin, to provide it with visible rejuvenation.

In Europe, 16% of women aged between 30 and 50 have opted for a peel to fight fine lines and wrinkles, loss of radiance and pigment spots.



Trainer's guide

Sequence 4 : HR Skincare

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Comments

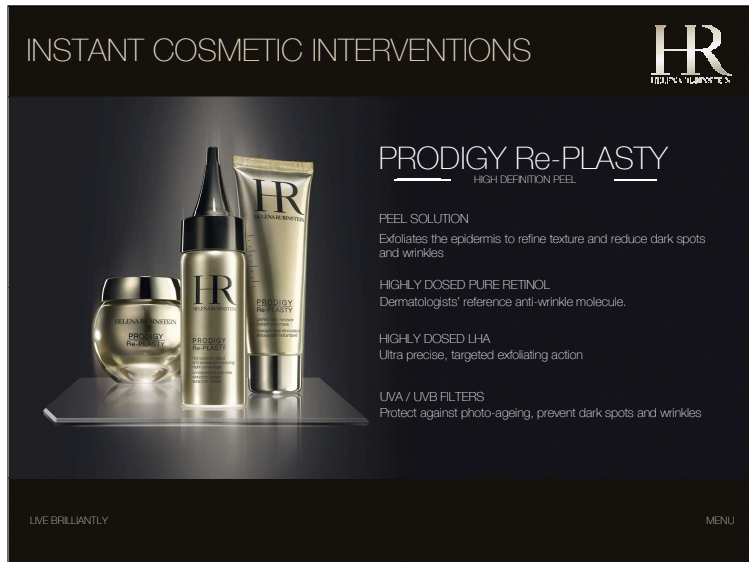
INSTANT COSMETIC INTERVENTIONS

Prodigy Re-Plasty High Definition Peel

A concentrate of clinical expertise

Inspired by the active ingredients used in peels at LACLINIC MONTREUX, Helena Rubinstein laboratories have associated 3 powerful active ingredients for 3 combined actions: PEEL – CORRECTION – PROTECTION.

- Peel Solution: Triple exfoliating acid solution – glycolic, lactic and phytic – to refine skin texture.
- LHA: the next generation of salicylic acid in high concentration: precise exfoliation for extreme smoothing.
- UVA/UVB Filters: SPF 10 & PA+++ to protect skin from photo-ageing and prevent the apparition of dark spots and wrinkles.



Trainer's guide

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Comments

INSTANT COSMETIC INTERVENTIONS

Prodigy Re-Plasty High Definition Peel

A concentrate of clinical expertise

PEEL SOLUTION

This original complex that replicates the exfoliation solution applied at Laclinic Montreux is made up of glycolic, lactic and phytic acids. It is a peel-solution endowed with powerful exfoliating properties to promote an even peeling effect on the upper layers of the stratum corneum. **Glycolic acid** (extracted from sugar cane, beetroot or grape) and **lactic acid** both belong to the AHA family. They promote an even peeling effect on the upper epidermal layers by weakening the bonds between corneocytes and facilitating the elimination of dead cells at the skin's surface. **Phytic acid** is vegetal acid (derived from mushrooms) and is used in dermatological peels for its peeling and anti-dark spot double action. It also possesses anti-inflammatory and anti-oxidant properties.

HIGHLY DOSED PURE RETINOL

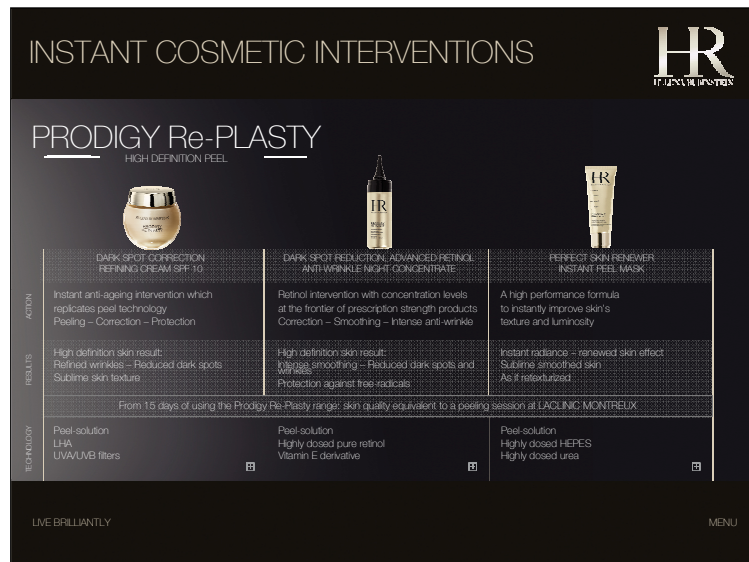
The dermatologists' reference anti-wrinkle molecule. The molecule par excellence to stimulate cellular renewal and reduce fine lines and wrinkles. The serum integrates one of the highest concentrations of pure Retinol, at the frontier of prescription strength products. Its action on wrinkles is reinforced by it's association with an encapsulated vitamin A derivative which gradually releases its efficacy through the night.

HIGHLY DOSED LHA

Ultra-precise, targeted exfoliating action. Lipo-hydroxy acid is an exclusive patented L'Oréal active ingredient. Stemming from 10 years' research, it represents the latest generation of salicylic acid derivatives. Its exfoliating action is even more powerful than traditional salicylic acid and it possesses an excellent affinity with the epidermis. High definition epidermal exfoliation.

SPF 10 anti-UVA+++ / anti-UVB FILTERS

Protection from photo-ageing; prevention of dark spots and wrinkles.



Trainer's guide

Sequence 4 : HR Skincare

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Comments

INSTANT COSMETIC INTERVENTIONS

Prodigy Re-Plasty High Definition Peel

Instantly visible clinical results.

WRINKLES SMOOTHED – AGE SPOTS REDUCED – SUBLIME SKIN TEXTURE

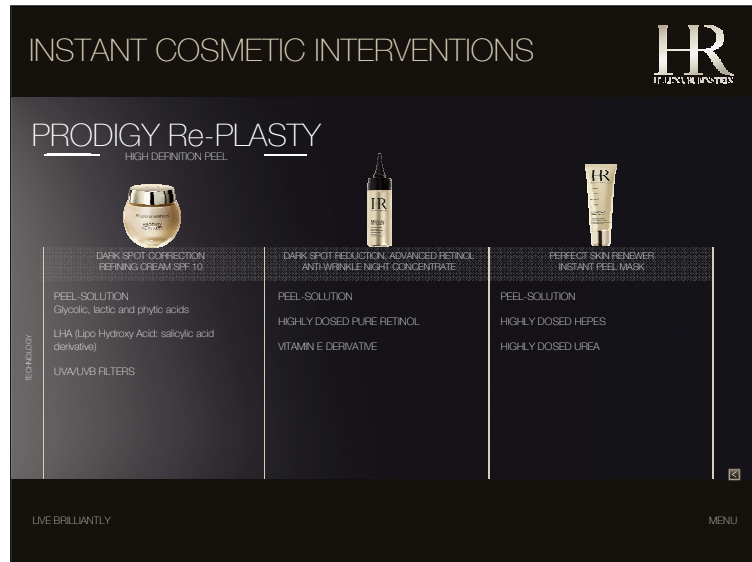
From 15 days of use of the complete program, skin quality equivalent to an anti-ageing peeling session at Laclinc Montreux.

Prodigy Re-Plasty High Definition Peel ritual

Day: Dark Spot Correction Refining Cream SPF 10

Serum: Dark Spot Reduction Advanced Retinol Anti-wrinkle Concentrate

Mask: Perfect Skin Renewer Instant Peel Mask



Trainer's guide

Sequence 4 : HR Skincare

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Time : 1H 15' (part 2)

Comments

Dark spot correction refining cream SPF 10

PEEL-SOLUTION

Glycolic, lactic, phytic acid: exfoliation

LHA (Lipo Hydroxy Acid: salicylic acid derivative): high-definition exfoliation

UVA/UVB FILTERS: protection from photo-ageing and prevention of dark spots and wrinkles

Dark spot reduction advanced retinol anti-wrinkle night concentrate

PEEL-SOLUTION: exfoliation

HIGHLY DOSED PURE RETINOL: anti-wrinkle

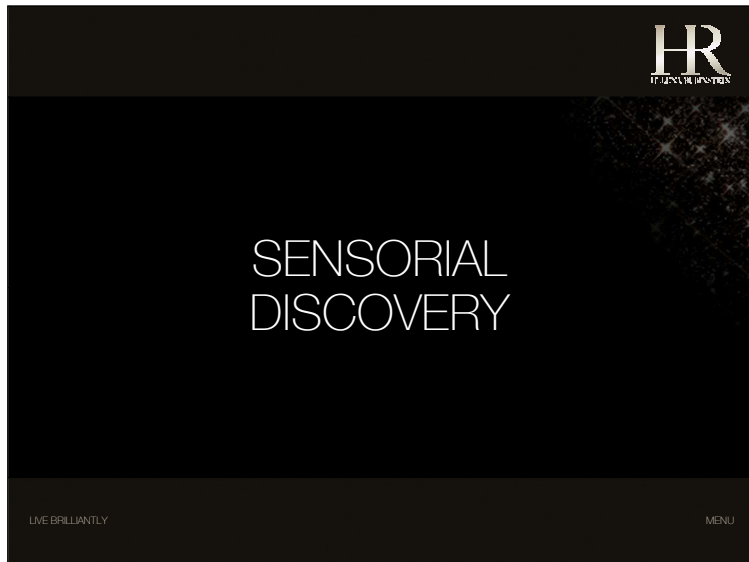
VITAMIN E DERIVATIVE: anti-oxidant

Perfect skin renewer instant peel mask

PEEL-SOLUTION: exfoliation

HIGHLY DOSED HEPES: exfoliation, hydration

HIGHLY DOSED UREA: intense hydration



Trainer's guide

Sequence 4 : HR Skincare

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Time :1H 15' (part 2)

Comments

INSTANT COSMETIC INTERVENTIONS

Sensorial discovery

The trainer invites participants to try out the texture of the following three products:

1. **Prodigy Re-Plasty Mesolift** – Lifting Radiance Intense Cream SPF 15
2. **Prodigy Re-Plasty High Definition Peel** – Dark spot Correction Refining Cream SPF 10
3. **Prodigy Re-Plasty High Definition Peel** – Dark spot Reduction Advanced Retinol Anti-wrinkle Night Concentrate

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the cards showing “textures/client concerns/HR keywords” and match the cards to the corresponding products. The trainer assists them and corrects any errors.



Trainer's guide

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Comments

ANTI-AGEING WHITENING EXPERTISE

Pioneer in anti-ageing whitening, Helena Rubinstein creates :

AGEWHITE POWER K, a complete skincare routine with 2 complementary actions, whitening and anti-ageing, to get dark spots visibly reduced, as if they were "rejuvenated".

PREMIUM UV: a protection designed to act as a "UV repellent".

Helena Rubinstein first "intelligent" sunscreen ideally protects the skin from premature ageing and sun damages.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

Invite your client to look in the mirror and describe what she sees:

"With age, I see on my face spots becoming darker. I want to reduce spots, recover a perfectly even and luminous skin and fight against ageing."

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

According to the client's observations, the visible signs to be targeted are:

SPOTS DUE TO AGEING

DULL AND LESS HOMOGENEOUS SURFACE

LOSS OF FIRMNESS

HR laboratories highlight that dark spots evolve with age.

Within young skin, melanocytes are equally spread on a firm support mattress (called DEJ, the dermo-epidermic junction), and produce regular amounts of melanin, which is shared out evenly. The skin is smooth and firm, the complexion is even, bright, and clear. With age and cumulated UV exposure, melanocytes are overwhelmed, melanin production is deregulated. DEJ collapses and melanocytes can gather and form dark bags allowing dark spots to take root. With age, dark spots are more numerous, bigger, and darker: they look like as if they were visibly older.



Trainer's guide

Sequence 4 : HR Skincare

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Time :1H 15' (part 2)

Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

A mirror-like translucency

AgeWhite recovers the skin's transparency and reduces dark spots visibly, just like restoring a "rusted" mirror.

A **"spot rejuvenation" routine** incorporating one of the best whitening and anti-ageing ingredients to fight against the main causes of spot apparition and rooting.

Power K spot rejuvenating intensive serum is the core product of this routine by its high concentration of active ingredients and the high results on both dark spots and signs of ageing.



Trainer's guide

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Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

AGEWHITE POWER K routine: an association of 2 complementary actions, whitening and anti-ageing, to fight against dark spots.

1. Whitening action

POWER K is the association of Kojic Acid, one of the best whitening ingredients to reduce melanin production*, with new ingredients such as Mint extract* to help to reduce the stimulation of melanocytes* and Prunus extract to limit the transfer of melanin to the surface of the skin.*

* in vitro test

2. Anti-ageing efficacy

Specific anti-ageing ingredients such as extract of Yeast and Shiitake, which help to strengthen the dermo-epidermic junction* to prevent spot rooting due to age.

HELENA RUBINSTEIN believes that "spot rejuvenation" is essential to have a bright and beautiful skin which appears visibly younger.

For a global anti-ageing whitening efficiency, it is recommended to use the whole AGEWHITE routine:



Trainer's guide

Sequence 4 : HR Skincare

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Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

Brilliant results, highly visible on both dark spots and signs of ageing.

1/ Dark spots look as if they were "rejuvenated": they are visibly smaller and fewer. Their intensity decreases.

2/ The complexion is brighter. The skin is clearer, smoothed and firmed up.

3/ More even, the skin looks younger. Wrinkles and fine lines are reduced significantly.

UNPRECEDENTED RESULTS

Melanin production reduced by 62% in 4 days*.

The complexion becomes homogeneous, bright and clear.

The skin reflects light again and gets mirror like translucency.

Instant radiance 85%**', transparent skin 95%**', dark spots reduced 87%**'.

* test in vitro, ** auto-evaluation of 34 women, 35-55 years old.



Trainer's guide

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Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

Brilliant results, highly visible on both dark spots and signs of ageing.

The skin is clearer, smoothed and immediately refreshed. The intensity of dark spots starts decreasing. Skin is as renewed.

AgeWhite Power K ritual

Cleansing : Renewing foaming cleanser & Clarifying toning lotion

Eye: Illuminating refining eye serum

Serum: spot rejuvenating intensive serum

Emulsion: Enlightening smoothing hydra-emulsion

Day cream: Brightening moisture cream

Mask: Mirror-like translucency bio-cellulose mask

Premium UV

Premium UV anti-ageing UV protection SPF 40/50

Premium UV Blue Base Anti UV – Ageing – Pollution SPF 40 / PA+++



Trainer's guide

Sequence 4 : HR Skincare

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Time : 1H 15' (part 2)

Comments

Power K whitening complex: association of kojic acid, one of the best whitening ingredients to reduce melanin production*, with mint extract to help reduce the stimulation of melanocytes* and prunus extract to limit the transfer of melanin to the surface of the skin*.

Yeast extract and **shiitake (mushroom extract)**: help to strengthen the dermo-epidermic junction* to prevent spot rooting. * in vitro tests

Caffeine: energizing for stimulating effect with draining and decongestant properties.

Glycolic and lactic acid: refine skin texture



Trainer's guide

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Time :1H 15' (part 2)

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ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

Brilliant results, highly visible on both dark spots and signs of ageing.

The skin is clearer, smoothed and immediately refreshed. The intensity of dark spots starts decreasing. Skin is as renewed.

AgeWhite Power K ritual

Cleansing : Renewing foaming cleanser & Clarifying toning lotion

Eye: Illuminating refining eye serum

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Day cream: Brightening moisture cream

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Premium UV

Premium UV anti-ageing UV protection SPF 40/50

Premium UV Blue Base Anti UV – Ageing – Pollution SPF 40 / PA+++



Trainer's guide

Sequence 4 : HR Skincare

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Comments

Power K whitening complex: association of kojic acid, one of the best whitening ingredients to reduce melanin production*, with mint extract to help reduce the stimulation of melanocytes* and prunus extract to limit the transfer of melanin to the surface of the skin*.

Yeast extract and **shiitake (mushroom extract)**: help to strengthen the dermo-epidermic junction* to prevent spot rooting. * in vitro tests

Vitamin C:ingredient with anti-ageing whitening power.

Bio-cellulose: material obtained through fermentation of natural micro-organisms with unique properties:

Regenerating power to promote skin repair

Soothing power to appease inflammatory signals, source of hyper pigmentation

Perfect match with the face shape to infuse the formula intensively and evenly, thanks to air-tight innovative material.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

Brilliant results, highly visible on both dark spots and signs of ageing.

The skin is clearer, smoothed and immediately refreshed. The intensity of dark spots starts decreasing. Skin is as renewed.

AgeWhite Power K ritual

Cleansing : Renewing foaming cleanser & Clarifying toning lotion

Eye: Illuminating refining eye serum

Serum: spot rejuvenating intensive serum

Emulsion: Enlighting smoothing hydra-emulsion

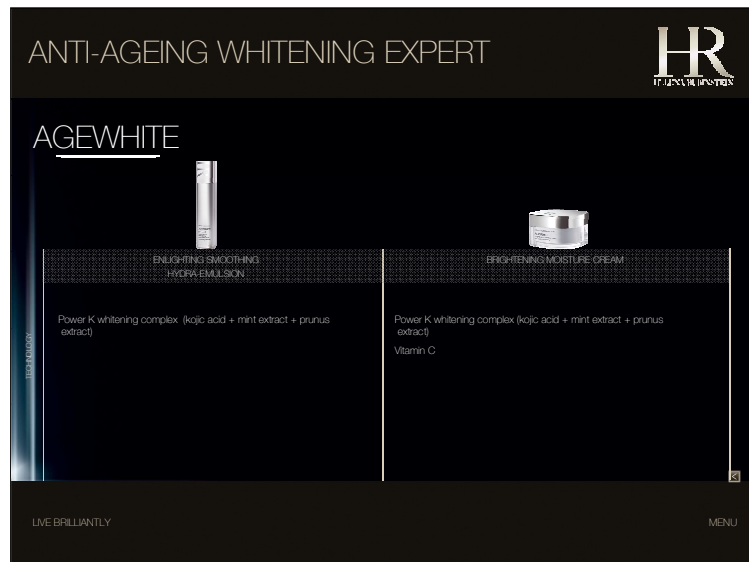
Day cream: Brightening moisture cream

Mask: Mirror-like translucency bio-cellulose mask

Premium UV

Premium UV anti-ageing UV protection SPF 40/50

Premium UV Blue Base Anti UV – Ageing – Pollution SPF 40 / PA+++



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

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Time :1H 15' (part 2)

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Vitamin C:ingredient with anti-ageing whitening power.

PREMIUM UV

"Mexo-Lotus" breakthrough technology integrates two protective actions:

Combination of Mexoryl SX + XL and Titanium Dioxide filters. They have been formulated to protect the skin against the multiple aggressions of UVA and UVB. The formula acts like a "UV-repellent".

Enriched with White Lotus extract, the formula prevents the skin from inside sun damages: it acts like a "free-radicals repellent".



Trainer's guide

Sequence 4 : HR Skincare

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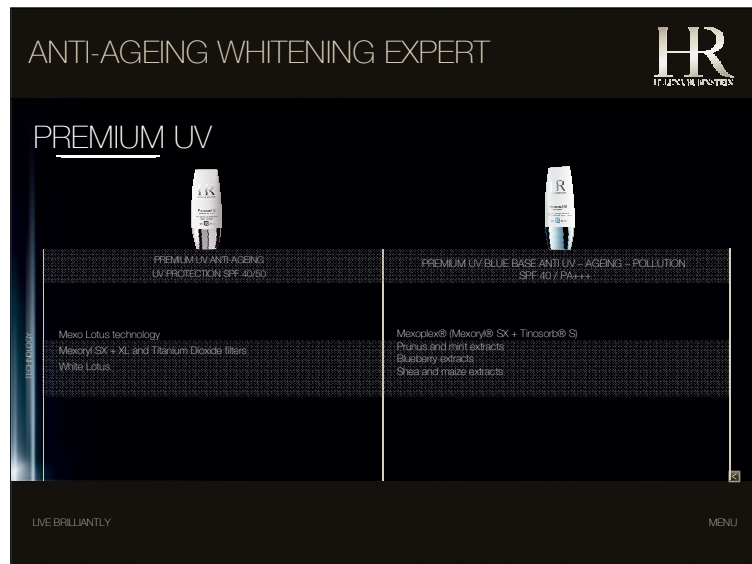
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Trainer's guide

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Enriched with White Lotus extract, the formula prevents the skin from inside sun damages: it acts like a "free-radicals repellent".

Mexoplex® = Mexoryl® SX + Tinosorb® S: a UV filtering system with maximum photo-stability and synergic boosted efficacy on UVA and UVB to combat photo-ageing.

Prunus and mint extracts for anti-spots actions.

Blueberry extracts against glycation and oxidation, responsible for premature skin ageing and hyper pigmentation.

Shea and maize extracts for reduction of particulates adhesion and anti heavy-metals actions.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

CLEANSING

Tree of life

The essence of the formulas lie in their powerful secret of life: the longevity properties of Moringa, the tree “that never dies”.

TREE OF LIFE contains LIFE MORINGA COMPLEX, an active ingredient with three fundamental properties: PURIFYING – PROTECTING – STIMULATING.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time :1H 15' (part 2)

Comments

Life Moringa Complex

Moringa seeds proteins: purify and reduce smoke and pollution particles

Moringa seeds peptides: protect and have anti-free radical properties

Seaweed extracts: stimulate cell renewal



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

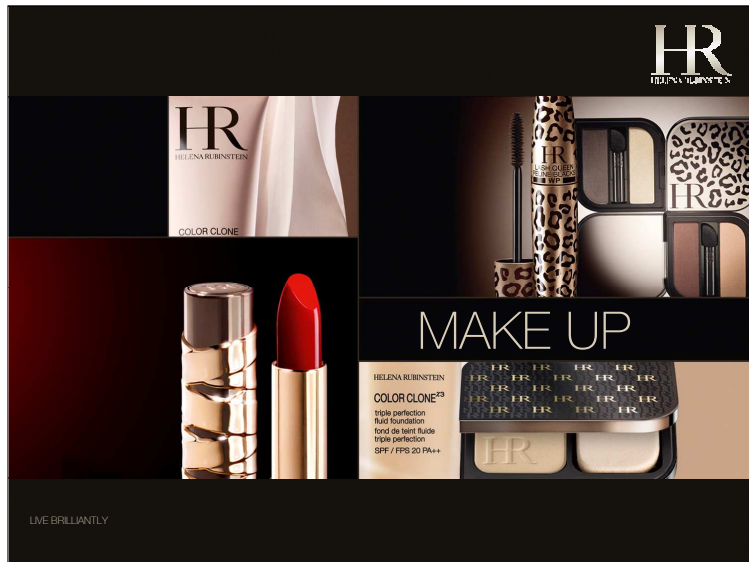
Objective : mastering HR skincare, geography and key sales messages

Time : 1H 15' (part 2)

Comments

HR SKINCARE GEOGRAPHY RECAP

Ask the participants to place the ranges previously presented into the skin care geography, then show corrections on the screen.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'



15h15

Comments

Make-up Introduction

- **High-Tech Innovation:** high-tech and anti-ageing textures.
- **Audacious luxury:** Products nestled in cases that unite artistic inspiration and packaging innovation.
- **Rejuvenating power:** HR gives you anti-ageing beauty tips to enhance and visibly rejuvenate your face.

Options :

1. Watch the "focus eyes" video

Video: Focus Eyes or expert esthetic intervention

2. Eye make up atelier : we suggest that the BAs try out the "focus eyes" 15 minutes service in order to experience the HR eye make up products. In pairs, the participants step into the shoes of a client or BA and do each other's eye make-up.

Encourage them to describe how they felt in the client's place.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

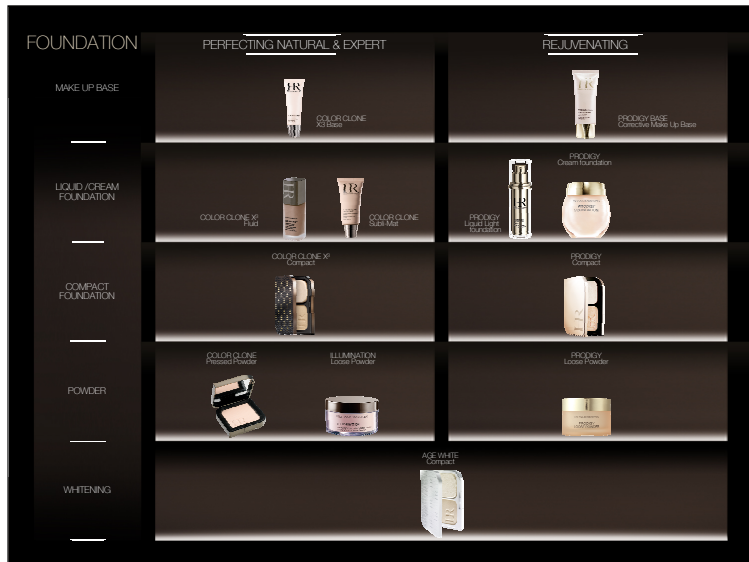
Introduce HR foundation as continuation of skin care: beautiful skin is achieved through a combination of skin care and foundation.

Master light to unify, sculpt and illuminate the face

For the most demanding women, complexion is a never ending quest for perfection; it is the ultimate aesthetics search. And to make it come true, according to Helena Rubinstein, it requires absolute scientific creativity. Sheer, flexible textures in total affinity with the skin combined with state-of-the-art active ingredients and fresh, illuminating shades; Helena Rubinstein's legendary know-how provides women with a perfect, time-defying complexion.

Textures in absolute affinity with skin Anti-ageing and hydrating ingredients for a rejuvenating effect Fresh, illuminating shades

Remind about MUST HAVE COLOR CLONE



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

The HR foundation geography

Present the Perfecting Natural Make-up, the Color Clone range with focus on Color Clone, our fail-safe recommendation. A legend created in 2003 and since then our best-selling HR foundation.

Color Clone, the perfect complexion creator.

Then present the range of rejuvenating, expert and whitening foundations.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

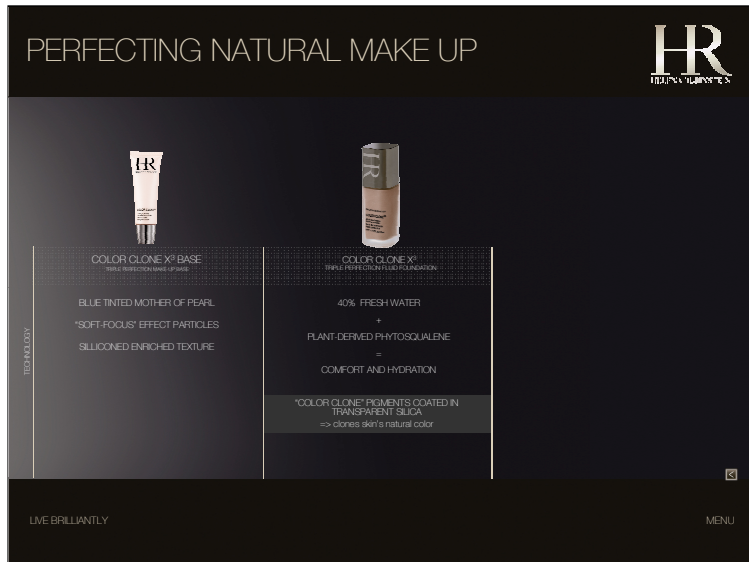
Comments

Color Clone X3 Base

It is a triple perfection make up base: perfect color, perfect radiance and perfect skin texture. It contains Color Enhancing System enriched with blue tinted mother of pearls. The light is diffused thanks to "soft-focus" effect particles. This base has a fluid and soft silicone-enriched texture.

Color Clone X3 Fluid Foundation

"Color Clone" pigments reproduce skin's own color structure. An association of complementary lamellar and spherical particles creates an incredibly thin and lasting veil for a sublimed complexion translucency. Infused with a formula containing 40% of fresh water + plant-derived phytosqualene, skin reveals a clear glow and fresh feeling, like the light which sparkles clear water. *Contains an SPF 20 PA ++ filter*



Trainer's guide

Sequence 5 : HR Make up

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Time :45'

Comments

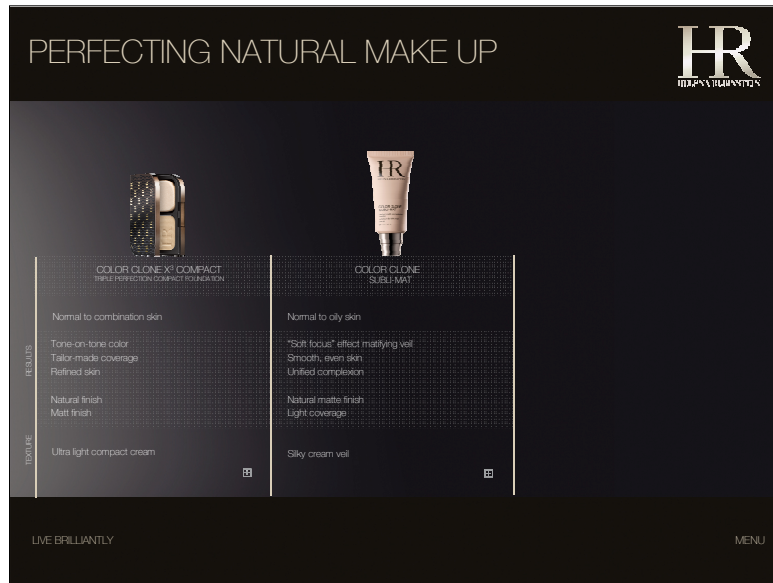
"Color clone" pigment:

Pigment coated in transparent silica which reproduces the color structure of the skin without changing its original tone.

Soft focus effect particles: hemispheric particles for an anti-wrinkle effect.

Mother of pearls: sublimate the skin in a soft light and help reduce the appearance of shadowed areas.

It adjust the skin tone to create a radiant and even complexion.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

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Comments

Color Clone X3 Triple Perfection Compact Foundation

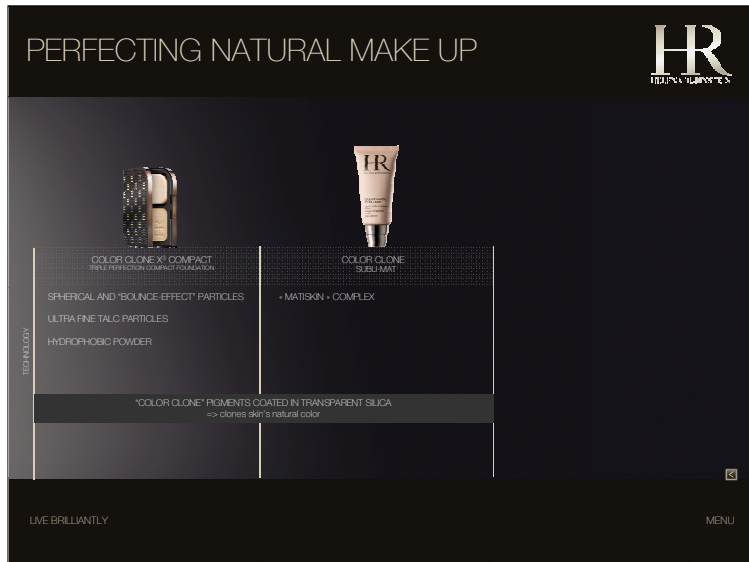
"Color Clone" pigments reproduce skin's own color structure. The specific combination of complementary spherical and bounce-effect particles offers a thin and beautifying veil for a translucent complexion. Skin reveals a natural finish and a tone-on-tone color. This foundation provides a tailor-made coverage and help absorb sebum excess.

Unified and smoothed, complexion breathes a new perfection, as if refined and glowing from within.

Contains an **SPF 30 / PA +++** filter

Color Clone Sublimat

A true intelligent complexion veil – beautifies and matifies the complexion without creasing. A surprising combination of perfect long-lasting mattness and a "bare skin" finish thanks to "Matiskin TM" complex's ultra soft-focus properties and an ultra-fine texture, enriched with Color Clone pigments that adorn the skin with tone on tone color.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

"Color clone" pigment:

Pigment coated in transparent silica which reproduces the color structure of the skin without changing its original tone.

Spherical and "bounce effect" particles:

The combination of spherical and "bounce-effect" particles creates an ultra-comfortable powder texture, soft, supple and a smooth gliding and spreading.

Ultra fine talc particles: provides a smooth and even veil.

Hydrophobic powder: absorbs excess sebum.

"Matiskin" complex:

Perfect mattness and "soft focus" finish.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

Prodigy Base Make-up Base SPF 20

Corrective, smoothing make-up base, ideal to prepare skin for the application of HR foundation. Skin is smoothed, hydrated and nourished.

Prodigy Cream Foundation

The virtuoso skincare foundation

All the splendor of a foundation formula enriched with cutting-edge make-up technology for a perfect, flawless complexion. Day after day, the complexion achieves prodigious perfection. Smoothed, lifted and deeply moisturized, the complexion is ideally uniform and reveals long-forgotten radiance.

Prodigy Liquid Light

Smoothing radiance serum foundation – visibly rejuvenating SPF 15.

The first smoothing foundation that allies the anti-ageing properties of a serum with the smoothing and illuminating power of a foundation. Youthful Radiance Reactivated: the "Liquid Light" complex acts as an intense radiance activator to reveal a visibly rejuvenated, more luminous complexion. Instant anti-fatigue effect: all the power of dynamizing Bio-Sap, rich in energizing caffeine, hydrating hyaluronic acid and nourishing Royal Jelly, for an instant reinvigorating effect. A half-foundation, half-serum texture: On application, the cream texture transforms into an ultra-light fresh serum for a subtle color result.

Prodigy Compact

The light powdered texture, sumptuously smooth and soft as a cushion, delicately melts into skin, maintaining long-lasting softness throughout the day. A unique formula enriched with Bio-Sap delivers a resplendent flawless skin finish. Wrinkles are as if erased: the skin texture is refined, skin looks visibly younger. An association of incredibly regular light multi-diffusers and reflecting micro-pears illuminates the complexion in a subtle halo of light. Coated pigments deliver durable skin translucency and evenness.

Age White Reverser

Ultimate clarity powder foundation

A dual-action whitening compact foundation to reveal an ultimate clarity. Optimal coverage with an ultra-thin velvety texture. The natural radiance of skin is sublimated and imperfection concealed. The "Age Spot Minimizer" complex clarify skin tone. Complexion regains an ultimate transparency and divine white radiance ; skin is protected.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

"Perfect fix system": a complex made up of volatils oils (perfect hold) and SPF 25 filters (skin is protected from anti-ageing)

Prodigy Bio-Sap:

beechnut extract stimulates cellular renewal

royal jelly intensely nourishes

rice peptides fight collagen degradation

pro vitamin B5 smoothes the skin surface

"Liquid Light" complex: ultra-luminous concentrate, intense radiance activator, allows the complexion to rediscover all the freshness and radiance of youth.

Dynamizing Bio-Sap: a selection of active ingredients recognized for their instant anti-fatigue effects:

energizing caffeine for a stimulating effect

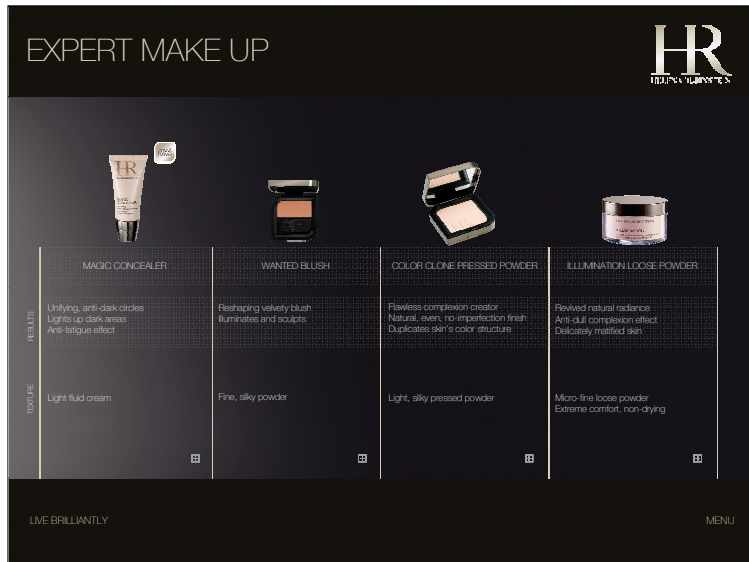
Manganese gluconate which activates micro-circulation for a healthy glow effect

Hydrating hyaluronic acid for a replumping effect

Royal jelly rich in essential amino acids for a nourishing effect

"Age spot minimizer" complex: an algae extract from cold seas (agarum cribosum) limits the effect of the specific enzymes responsible for the synthesis of melanin to reduce its production. Vitamin CP joins forces with vitamin CG to reduce the transfer of melanin from melanocytes to keratinocytes thereby minimizing any impact on skin colouring.

"Powerful antioxidant" complex: vitamin E based complex



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

Magic Concealer

Anti-dark circles, unifying, anti-fatigue.

To light up dark areas and smooth the eye contour, Helena Rubinstein creates Magic Concealer, a concealer enriched with pearly microparticles: as if by magic, dark circles and puffiness disappear to reveal eyes that are revived, brighter and visibly free of signs of fatigue.

Wanted Blush

Velvety blush. Reshaping radiance.

A velvety blush texture to perfectly sculpt or light up cheekbones with ideal color intensity. A fine, silky texture for a fresh complexion and lasting comfort.

Color Clone Pressed Powder

Flawless complexion creator.

Pressed powder for a natural and even finish. Pressed powder enriched with "color clone" pigments that duplicate the skin's color structure for an even, perfectly natural and flawless complexion. A light, silky texture for an immediate sensation of comfort and softness.

Illumination Loose Powder

Revived natural radiance loose powder. Extreme comfort and softness.

Loose powder with Optical Pearlizers for an anti-dull complexion effect and delicately matified skin that seems illuminated from within. Silky, non-drying, loose micro-fine texture.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

Pearly micro-particles: matify, sublimate skin in soft light and brightens dark areas

Chamomile: helps soothe puffiness.

Soft pearls complex™: a unique combination of soft powders and silicone micro-pearls

"Color clone" pigment: pigment coated in transparent silica which reproduces the color structure of the skin without changing its original tone.

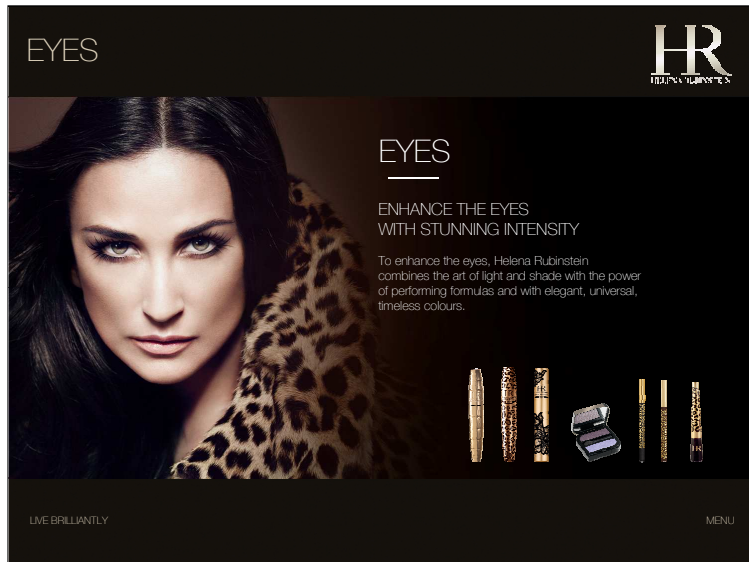
"Velvet finish" lamellar complex: a combination of mica and talc, gives skin a velvety peach-skin finish and perfect mattness.

Carnauba wax: filmogene and protective properties.

Anti-dull complexion optical pearlizers: contain purple-blue and orange pearly micro-particles which multiply and boost light reflection. Violet neutralizes dull complexions, unifies and corrects minor skin imperfections with an optical effect, whilst orange brings a touch of healthy glow and enhances the complexion.

Soft comfort network: a composition of mica lamellas coated with carnauba wax and silica micro-spheres, brings comfort and softness upon application whilst preserving skin hydration.

Micro-spherical anti-shine system: combines matifying nylon beads with anti-sebum, anti-sweat micro-powders for a naturally matified complexion.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

EYES

The eyes are a key element in beauty, fully expressing personality and femininity. For a youthful-looking face, eyes need to be magnified, luminous and subtly highlighted. To enhance the eyes, Helena Rubinstein combines the art of light and shade with the power of performing formulas and with elegant, universal, timeless colours.

Eyes spotlight the eyes with stunning intensity

Eye shadow, pencil, mascaras and not forgetting "magic concealer" THE MUST HAVE



Trainer's guide

Sequence 5 : HR Make up

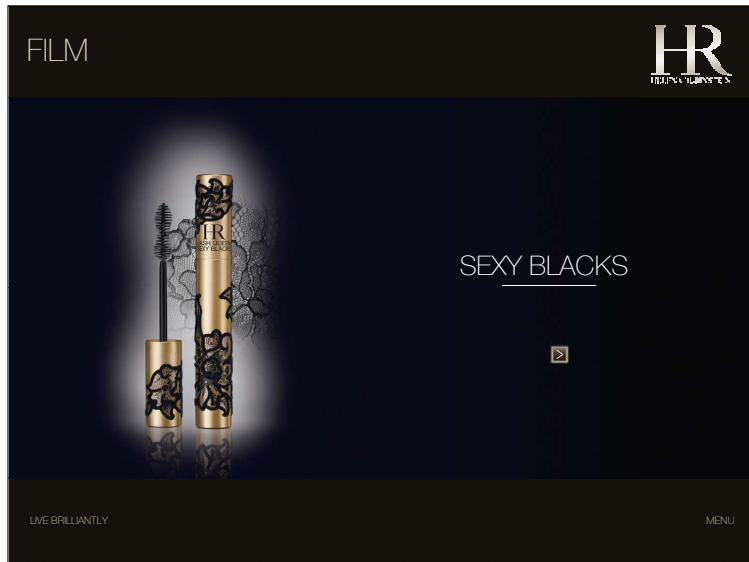
Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

Introduce HR Mascaras



Trainer's guide

Sequence 5 : HR Make up

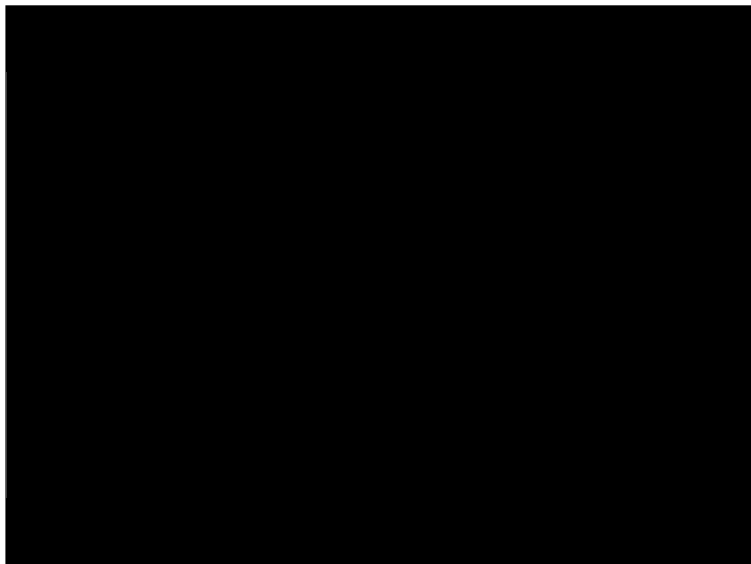
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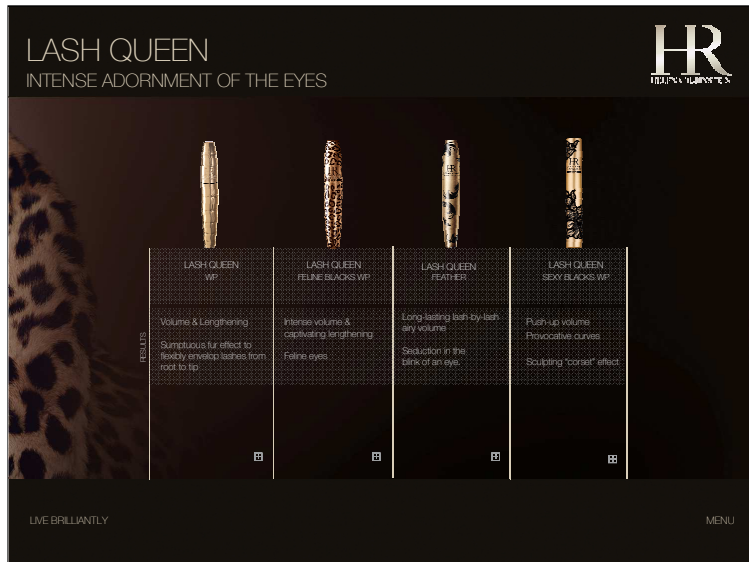
Comments

Click on the active zone to start the film.



Trainer's guide

Comments



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

Lash Queen WP

Intense adornment of the eyes. Captivating volume and lengthening. Helena Rubinstein draws inspiration from the sumptuousness of fur to create the very best in intense volume. It unites two properties until now incompatible: maximal coating volume from root to tip as well as unprecedented lightness and flexibility.

Lash Queen Feline Blacks WP

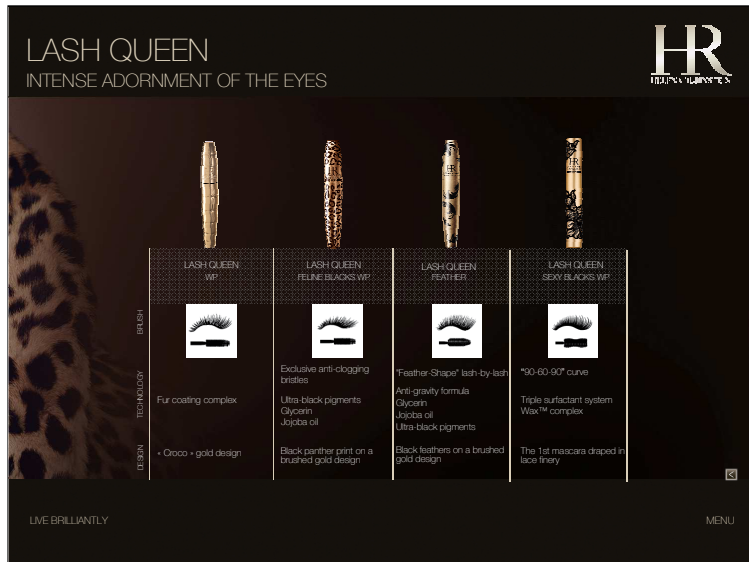
Intense adornment of the eyes. Captivating volume and lengthening. Intense volume mastered and boldly extended length. Its formula, generously enriched with Ultra-black pigments, combined with its exclusive anti-clogging brush tames lashes with precision for infinitely captivating eyes.

Lash Queen Feather Collection

Featherweight volume mascara without a single clump. Long-wear, airy volume for seduction in the blink of an eye. Anti-gravity formula for light-as-a-feather volume. New "Feather-Shape" brush for a lash-by-lash result without a single clump.

Lash Queen Sexy Blacks WP

Push-up volume, provocative curves. Continually pushing the boundaries of innovation and glamour, always groundbreaking and infinitely feminine... Helena Rubinstein creates the first lace-design mascara, for push-up volume and provocative curves. A generous, corset effect formula providing thickening, supple and elegant lash-by-lash sculpting which holds the lash curve.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

Fur Coating Complex:

"Smooth feeling" waxes: an unprecedented fluid application

The formula combines several "soft" thickening waxes: application of multiple layers is finally made possible without stiffening or clumping.

Surface-active agent: a partner for volume and shine

A texturizing agent derived from hair care technology which finely disperses the waxes and allows for more even distribution from root to tip. Even, the smallest lashes are perfectly sculpted.

Palm, jojoba and cottonseed oil: softness

These 3 ingredients gently strengthen and protect lashes by respecting their gentle nature.

Anti-gravity formula: for light-as-a-feather volume.

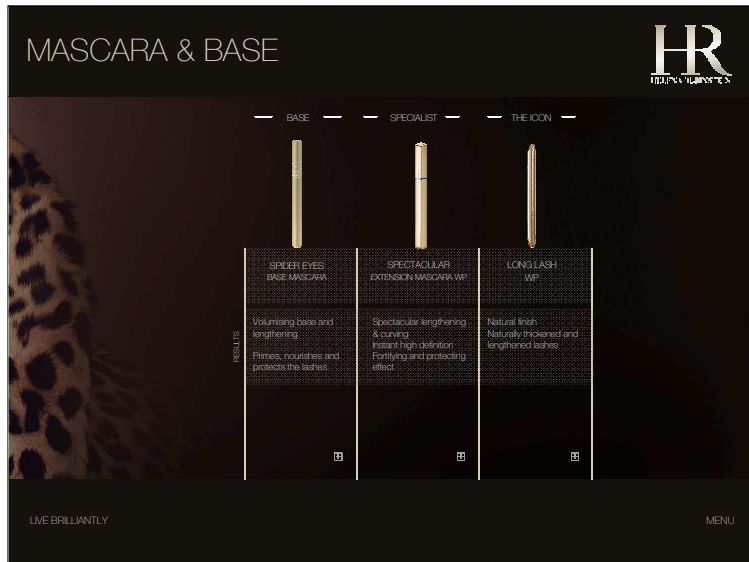
Glycerin: hydrating agent

Jojoba oil: an oil whose composition closely resembles that of natural sebum. It creates a nourishing, non-greasy layer at the skin's surface. When used in make-up, it ensures easy, gentle application.

Ultra-black pigments: pigments made up of ultra black particles which capture light and create a deep, intense shade of black.

Triple surfactant system: texturizing agents combined with waxes and pigments creating a fluid, creamy texture which glides on for easy application. "Corset" effect which sets and holds the lash curve.

Wax™ complex: ensures maximum lash-by-lash coverage for incredible volume without excess thanks to a unique association of waxes (rice, beeswax, candelilla...)



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45'

Comments

Spider Eyes Base Mascara

Triple performance mascara base to prime, nourish and protect the lashes. To be worn under all HR mascaras in order to boost their effects. Improved mascara hold and more intense, more striking color. 1 white base shade.

Spectacular Extension WP

Mascara for spectacular length and perfect definition.

The first HELENA RUBINSTEIN lengthening mascara enriched with LIFE FORCE COMPLEX to boost the natural growth of lashes.

Instantly: lashes are infinitely extended with optimum precision.

Everyday: lashes are not shed prematurely during make-up removal.

Result: after one week, lashes are visibly longer, fuller and stronger.

Long Lash mascara

Mascara with thickening and lengthening silk fibers for a natural result. Water-resistant and refillable. Treatment cream enriched with silk fibers.



Trainer's guide

Sequence 5 : HR Make up

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Time :45'

Comments

Cellulose Multifibers: volume and lengthening effect

Lash Fit care complex: protects and nourishes

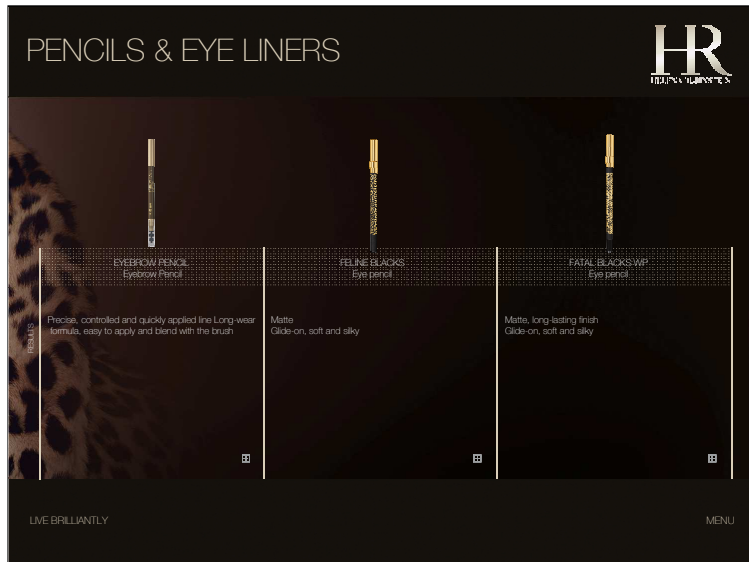
Tensor film ultra curl powershape™ : vegetal rice wax: lengthening and curving

Vegetal waxes: coating effect, smooth covering, soft, flexibility

Silk proteins: protect

Silk fibers: lengthen lashes

Vitamin complex: thickens and fortifies



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

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Time :45'

Comments

EYEBROW PENCIL

Eyebrow pencil with an incorporated brush.

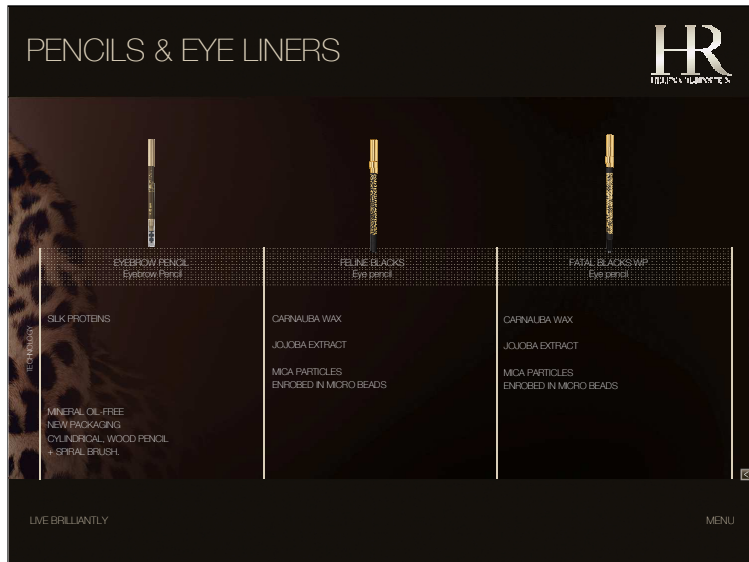
New long-wear, semi-solid formula, for remarkably simple application: a precise, controlled and quickly applied line. New Packaging: a cylindrical wood pencil with an expert spiral brush applicator for an impeccable result. Light texture, easy to apply and blend with the brush.

FELINE BLACKS EYE PENCIL

Matte. Easy application. Glide-on, soft and silky.

FATAL BLACKS EYE PENCIL WP

Matte. Long-lasting finish. Easy application. Glide-on, soft and silky.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

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Time :45'

Comments

EYEBROW PENCIL

Silk proteins: protect

FELINE BLACKS EYE PENCIL

Carnauba wax: an extremely hard wax with filmogene and protective properties.

Jojoba extract: an oil whose composition closely resembles that of natural sebum. It creates a nourishing, non-greasy layer at the skin's surface. When used in make-up, it ensures easy, gentle application.

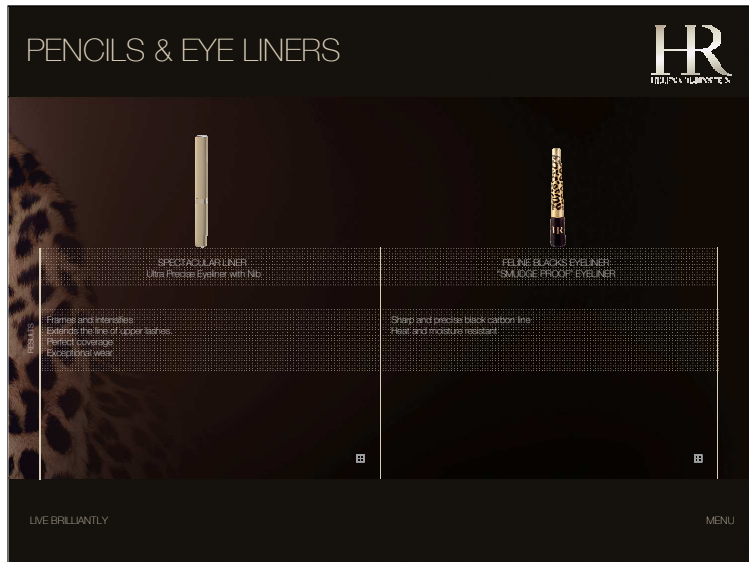
Mica: used as a colorant for its opaque qualities.

FATAL BLACKS EYE PENCIL WP

Carnauba wax: an extremely hard wax with filmogene and protective properties.

Jojoba extract: an oil whose composition closely resembles that of natural sebum. It creates a nourishing, non-greasy layer at the skin's surface. When used in make-up, it ensures easy, gentle application.

Mica: used as a colorant for its opaque qualities.



Trainer's guide

Sequence 5 : HR Make up

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Time :45'

Comments

SPECTACULAR LINER

Ultra Precise Eyeliner with Nib.

Frames, intensifies and extends the line of upper lashes. Perfect coverage. Exceptional wear. Fluid.

FELINE BLACKS EYELINER

Frames the intensity of feline eyes.

The flexible tapered brush ensures easy application for a sharp and precise line. A smudge-proof, long-wear formula enriched with ultra-black pigments, for captivating eyes all day long.



Trainer's guide

Sequence 5 : HR Make up

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Time :45'

Comments

SPECTACULAR LINER

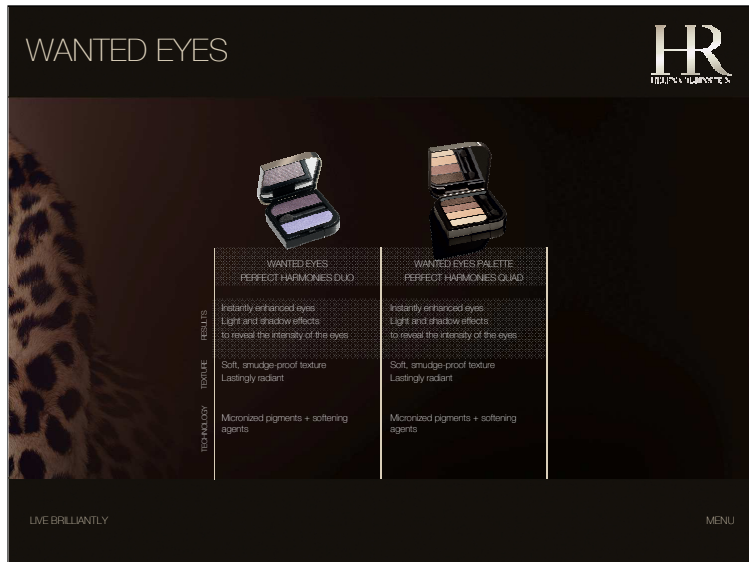
Jojoba extract: an oil whose composition closely resembles that of natural sebum. It creates a nourishing, non-greasy layer at the skin's surface. When used in make-up, it ensures easy, gentle application.

Cottonseed oil: protects

Pro-vitamin B5: fortifies, smoothes

FELINE BLACKS LINER

Ultra-black pigments: pigments made up of ultra black particles which capture light and create a deep, intense shade of black.



Trainer's guide

Sequence 5 : HR Make up

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Time :45'

Comments

WANTED EYES DUO

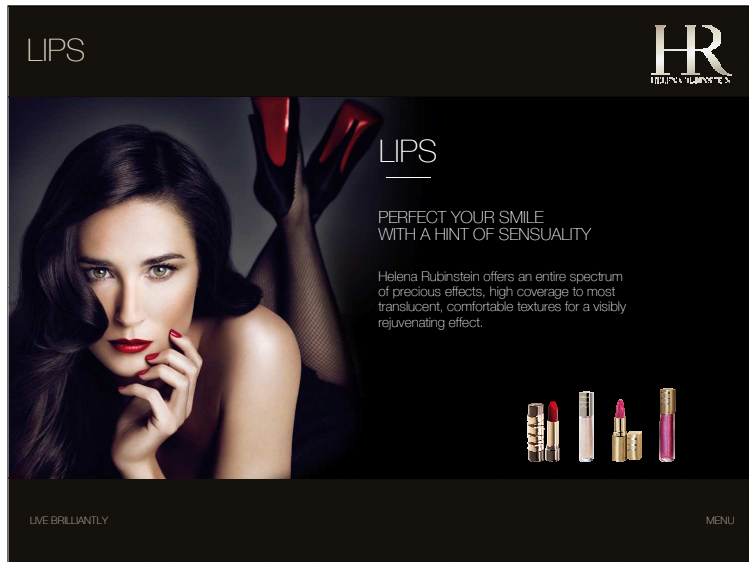
Perfect color blend eyeshadow.

Wanted Eyes is a brand new combination of two shades to ensure perfect blending. One intense, vibrant tone, the other a shimmering white with hints of blue or gold, enabling you to lighten and add sparkle to the color as desired. Shading is instantly flawless and color sumptuous.

WANTED EYES PALETTE

Eyeshadow – Perfect harmonies quad.

A unique combination of shades and textures for instantly enhanced eyes. A subtle alchemy of colors and effects which play with light and shadow, to reveal the true intensity of the eyes. Lastingly radiant, soft, smudge-proof textures.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45' (part 2)

Comments

LIPS

Last but not least of Helena Rubinstein's beauty revelation, the make-up of the lips is the final touch which brings utmost femininity.

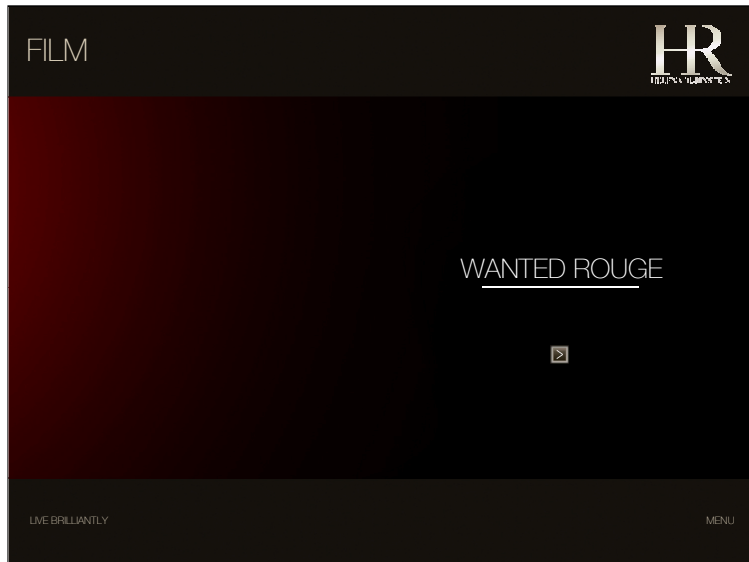
Helena Rubinstein offers an entire spectrum of precious effects - from satin to shimmer, high coverage to the most translucent - to play between ultra-natural and voluptuousness expressing the seductive part of your personality.

Helena Rubinstein Laboratories enrich the comfortable textures with Lip Serum Complex and hyaluronic acid to offer a visibly rejuvenating effect and a captivating color result.

Lips: perfect your smile with a hint of sensuality

Don't forget COLLAGENIST LIP ZOOM, for an immediate plumping effect which prepares lips: our must have lip care product

Reminder of the lipstick must have WANTED ROUGE



Comments

Click on the active zone to play the film.

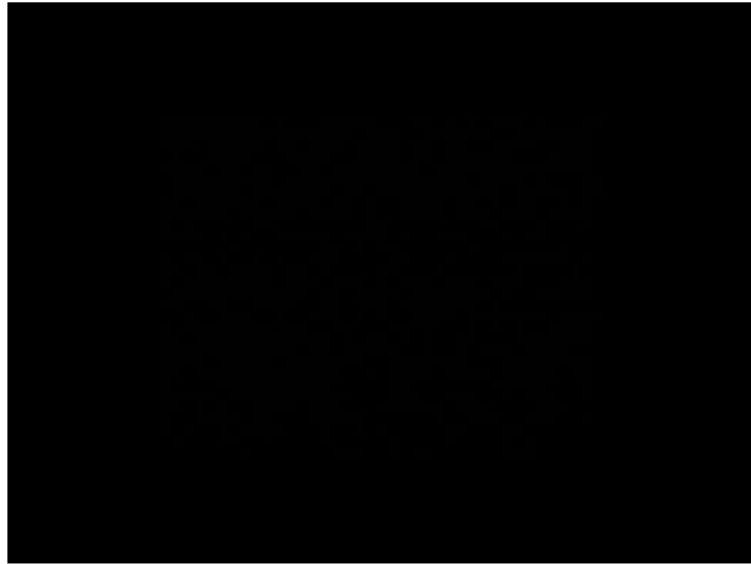
Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45' (part 2)



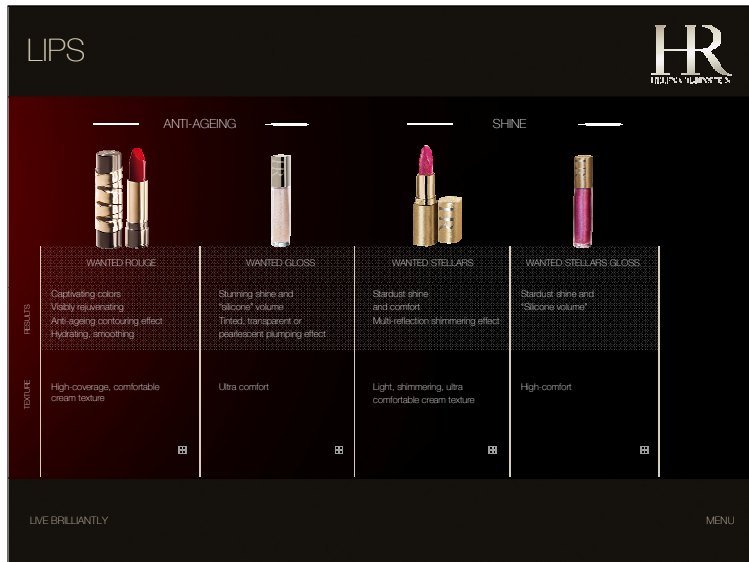
Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45' (part 2)



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45' (part 2)

Comments

Wanted Rouge

Wanted Rouge: "the lipstick of all temptations". Captivating colors, Visibly Rejuvenating.

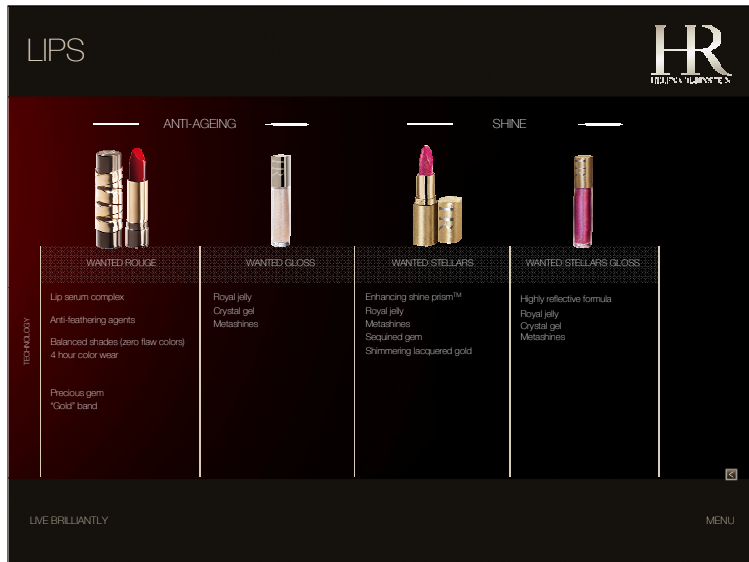
Wanted: a range of lipsticks enhanced with Lip serum complex = Beta-X Jelly (Pro-xylane + royal jelly) + Hyaluronic Acid.

The visibly rejuvenating power of a comfortable anti-ageing formula.

Wanted Stellars

Stardust shine and comfort. Boosted sparkle. Addictive comfort.

A revolution in sparkling shine. A revelation in comfort. Extreme shine reveals a new-found sensuality and gorges lips with light. To generate sparkle as dazzling as stardust, WANTED STELLARS mischievously toys with radiance. Working like a shine enhancer its new "Enhancing Shine Prism™" technology not only plays on the radiance of METASHINE particles but on the highly reflective properties of the formula.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :45' (part 2)

Comments

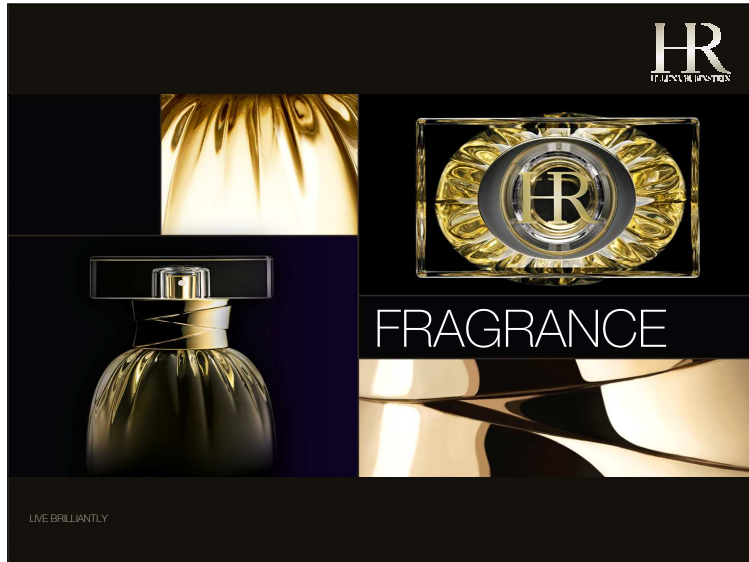
Lip serum complex: composed of Beta-X Jelly (pro-xylane and royal jelly) for an anti-ageing effect, and hyaluronic acid which plumps and rehydrates.

Enhancing shine prism™: an ultra reverberation film which optimizes color projection.

Royal jelly: combats the ageing process, hydrates, nourishes, smoothes and softens.

"Metashines": sparkling particles

Enhancing shine prism™, royal jelly.



Trainer's guide

Sequence 6 : HR fragrance

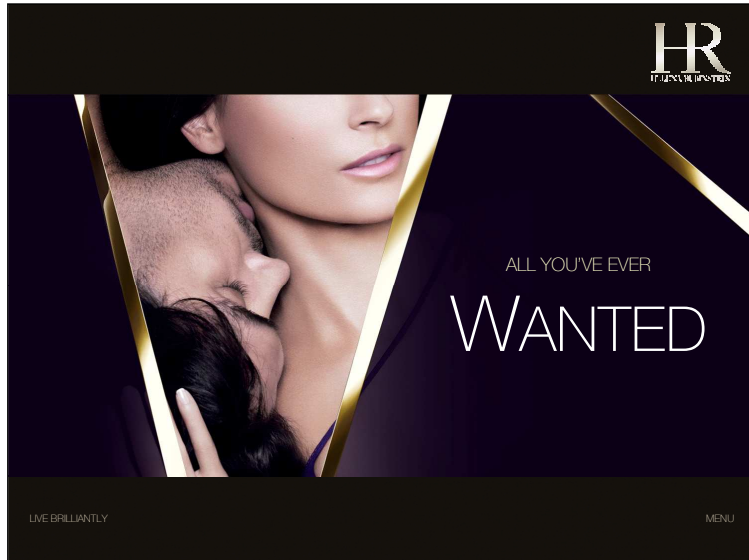
Outil : slideshow

Durée : 10'

Comments

Presentation of HR Fragrance

WANTED



Trainer's guide

Sequence 6 : HR fragrance

Outil : slideshow

Durée : 10'

Comments

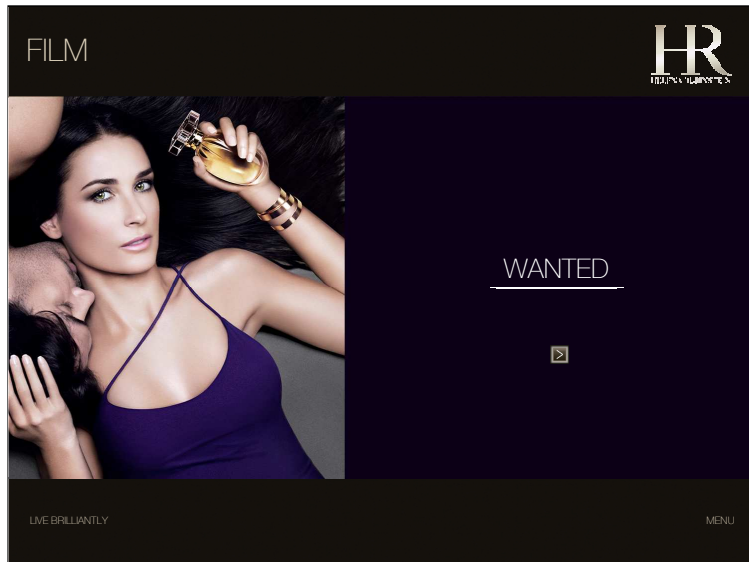
WANTED

is a name which resonates, echoing passion and possessive desire.

A simple, self-evident name, it perfectly encapsulates the bond and inseparable link uniting a man and a woman.

WANTED declares the desire for possession, this irresistible, passionate link which weaves itself ever tighter between a man and a woman.

A woman free by nature, but bound by love.



Trainer's guide

Sequence 6 : HR fragrance

Outil : slideshow

Durée : 10'

Comments

Click on the active zone to start the film.

Comments

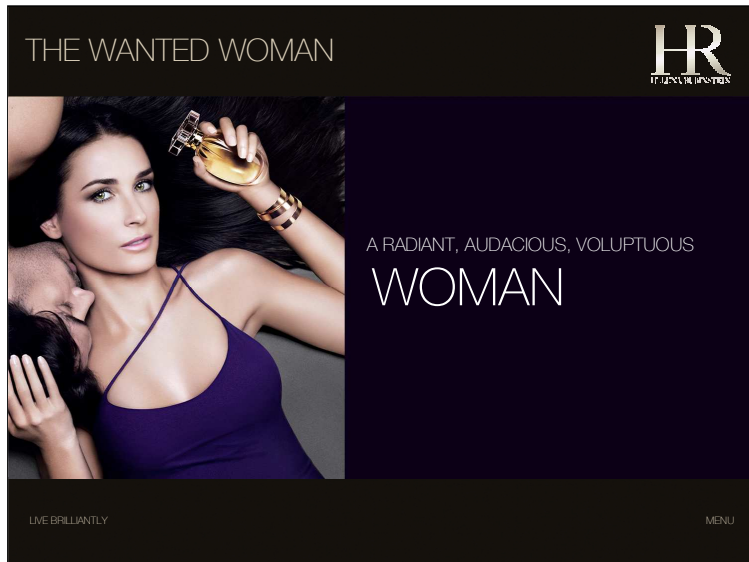


Trainer's guide

Sequence 6 : HR fragrance

Outil : slideshow

Durée : 10'



Trainer's guide

Sequence 6 : HR fragrance

Outil : slideshow

Durée : 10'

Comments

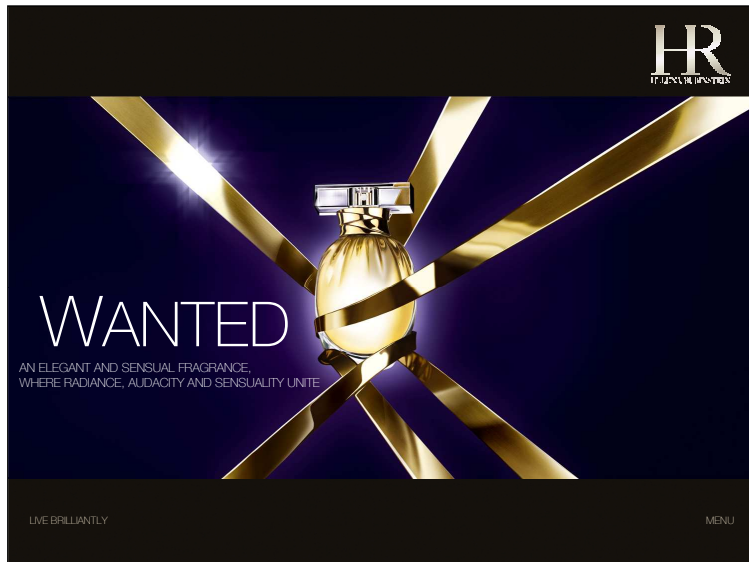
WANTED

Deeply in love and possessive, her passion takes over body and soul.
Who is this woman?

Resplendent and dazzling... she is as resplendent as she is provocative,
her audacity is legendary... her sensuality is magnetic... she is utterly
voluptuous.

Radiant, audacious and voluptuous: 3 facets of an empowered and
passionate woman.

A woman perfectly incarnated by Demi Moore.



Trainer's guide

Sequence 6 : HR fragrance

Outil : slideshow

Durée : 10'

Comments

WANTED

Mirroring this passionate woman, WANTED is a multi-faceted fragrance which plays on contrasts, uniting contrasts to achieve the perfect balance.

Born from a partnership, WANTED is also the link between two master perfumers working on opposite sides of the Atlantic.

Dominique Ropion in France and Carlos Benaim in the US dreamed up this original fragrance together, inventing never-before-achieved olfactive harmonies.

For them, WANTED posed a real challenge: to create a new fragrance for Helena Rubinstein, a pioneer in cosmetology today reviving its link with the perfume world. .

Hundreds upon hundreds of attempts were necessary for this meticulous task. A creative process which is as rigorous as the development of a scientific formula for Helena Rubinstein skin care.

Find out more:

Winner of the 2008 *Prix International du Parfum*, and an internationally successful fragrance composer, Dominique Ropion is an artist of scents. In his own words "WANTED is an irresistibly sublime heightening of the senses..."

Living in New York, Carlos Benaim was awarded The Lifetime Achievement Award by The American Society of Perfumers in 2004, in recognition of his extraordinary career.

A color, image or flower, even a memory is all it takes to inspire these perfumers. Their complementary harmony is fully expressed in this fragrance.



Trainer's guide

Sequence 6 : HR fragrance

Outil : slideshow

Durée : 10'

Comments

WANTED

A vibrant and woody floral full of sensual and carnal desires. Encapsulated in a bottle uniting strength and femininity, the ultimate in luxury and precious materials, Wanted plays out its three olfactory themes in a contrasting dialogue. Sunny and voluptuous Ylang Ylang meets the duality of Wood-Magnolia and the sensual velvet touch of Iris, creating an addictive composition of rare elegance.

3 facets, 3 moments are displayed in WANTED, similar to the complex nature of the rich and sensual relationship which unites a woman and her lover.

Ylang ylang delights the senses, while the fragility of magnolia combines with the force of the woody notes, and the voluptuous velvet touch of iris caresses skin, leaving behind the imprint of desire.



Trainer's guide

Sequence 6 : HR fragrance

Outil : slideshow

Durée : 10'

Comments

WANTED

Let's now discover the bottle specially created for WANTED.

This radiant and dynamic crystal veil is the work of an extremely modern and talented designer: Hervé Van der Straeten

Find out more:

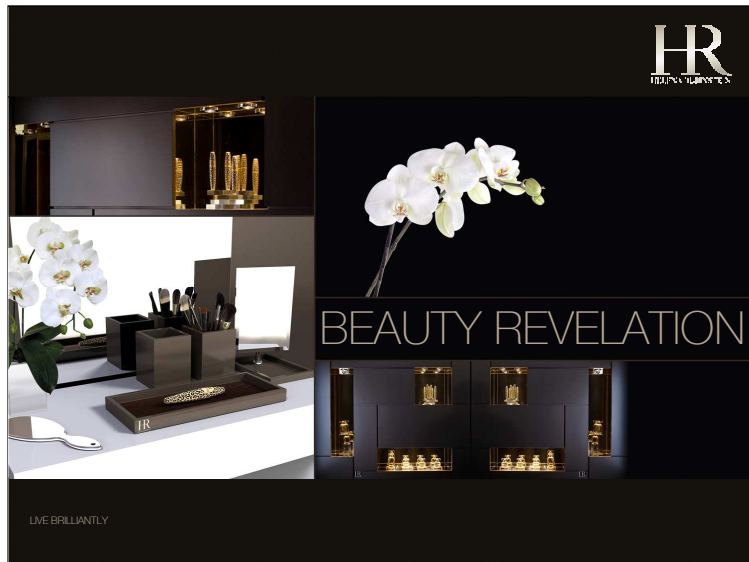
For 10 years Hervé Van Der Straeten has used his gallery to showcase creations as diverse as his nomadic/roaming/roving inspiration would allow.

"I wanted to bring together all of my creations under one roof, jewellery and furniture. My work feeds on contrasts and combinations, which are both elegant and audacious at the same time. I like to mix materials and forms, and feel that the bottle I created for WANTED truly showcases my work: a very simple and streamlined silhouette which unites femininity and force. The jus is as though captured in a supple and luminous bottle, tied by a gold bond, a sensitively, delicately designed precious object to keep close."

Hervé VAN DER STRAETEN created a luxurious and modern case for WANTED which returns to the original concept of a lovers' bond, while maintaining the air of mystery.

The color purple connotes passion and the inseparable **bond between lovers**, conveying the human need for **union** with a loved one.

WANTED's emblematic bond also appears on the case, enhanced by the contrast of the matte and glistening golds. The case's mysterious deep purple color is in harmony with the glistening gold name, symbolizing intense passion.



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

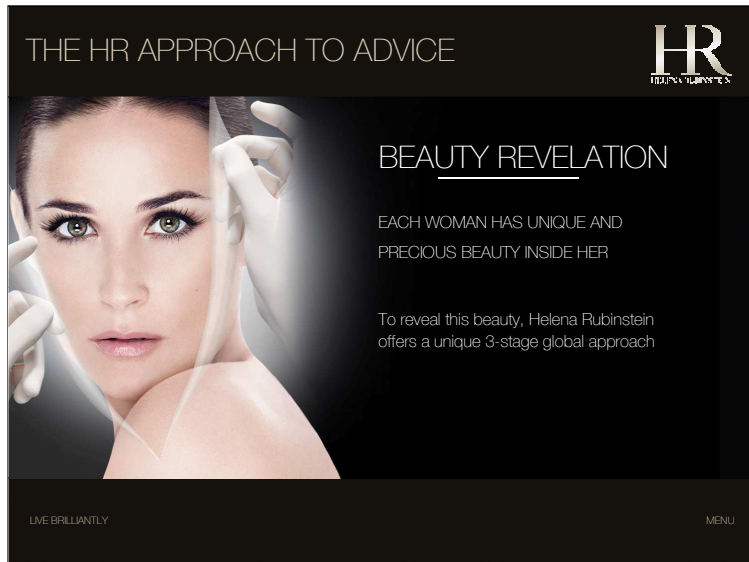
Time : 45'



17h00

Comments

Introduction to the HR beauty revelation, the sales advice by Helena Rubinstein.



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

Ask the group: what does the term "global approach" mean to you?

Note down responses on the paper board and summarize.

The 3 Beauty Revelation steps (Target, treat and enhance) will be offered according to women's main expectations and different types of ageing (link with learnings from first sequences).

Cf before/after in the training booklet (5 groups "client expectations")

This Beauty revelation belongs to a bigger sales method: the Global Beauty approach:

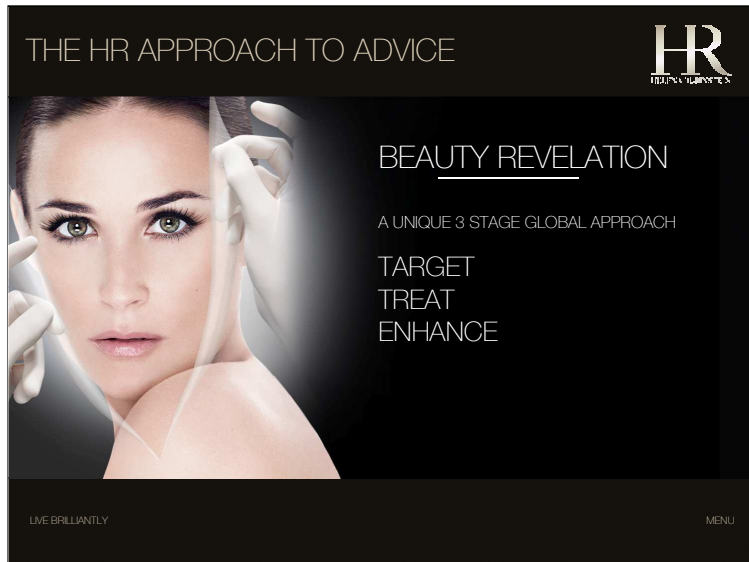
Welcome, diagnosis, prescription (expert techniques + products + make-up + application tips), beauty revelation proposal (to suit the client's availability: focus or expert), close the sale, ensure customer loyalty.

Systematically use the HR approach in front of a mirror: "what aspect of your skin would you like to improve.../ what are you looking to achieve for your face / your eyes / your smile?

Show me?"

The facilitator puts themselves in the position of coach.

They systematically change and elaborate on the professional techniques and added extras which make this a luxurious service, and give hints and tips to carry out complementary sales.



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

It's now over to you to practice your effective concise sales technique, which emphasizes both your expertise and the quality of HR advice!

3 KEY WORDS :

TARGET

TREAT

ENHANCE



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

BEAUTY REVELATION HR :

Target in front of the mirror: "Can I ask what aspects you are hoping to change?"

Help the client express their concerns by asking open-ended questions (ex: which products and which textures have been used? Were you pleased? Why? What result are you looking for?

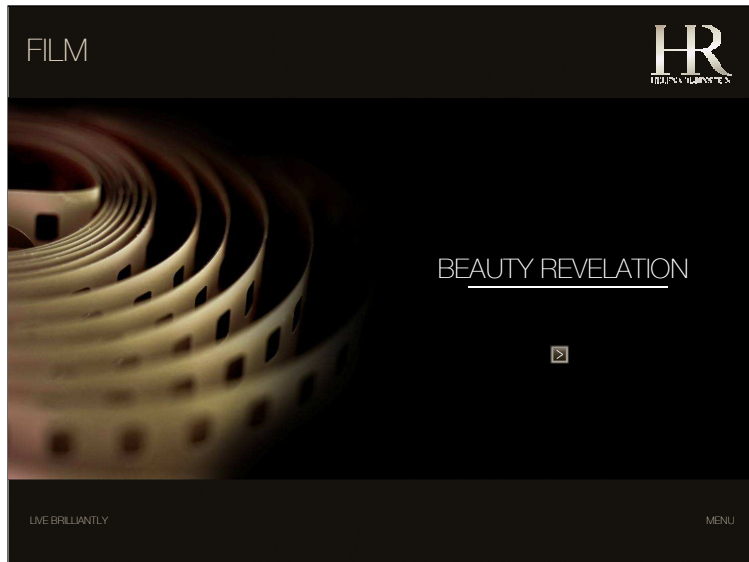
Rephrase the client's expectations

Treat: explain the global HR solution: deep-down, at skin level and on the surface!

Enhance: suggest and explain the very simple techniques the client can use to enhance her face (complexion and make-up advice)

Finally, if the client has the time, suggest a FLASH beauty application, or if they are not available, suggest an appointment.

Conclude by giving her the opportunity to be in the HR address book, and offer the ultimate expression of femininity: the Wanted fragrance



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

Click on the active zone to start the film.



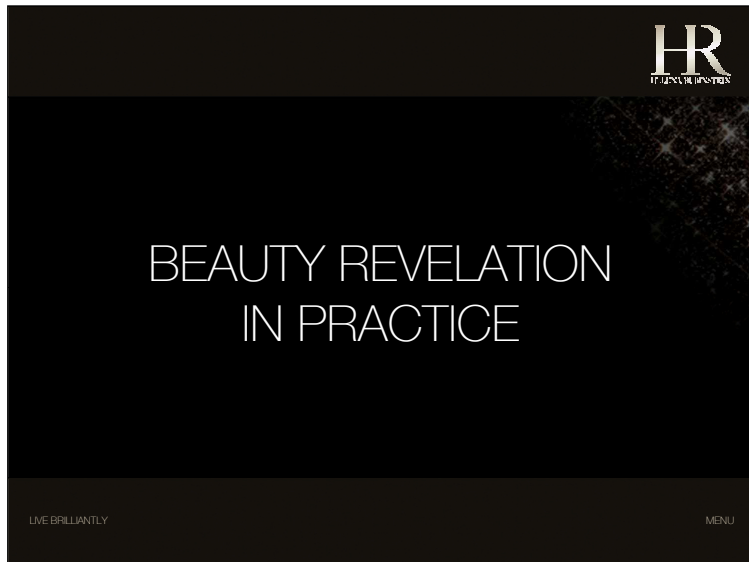
Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

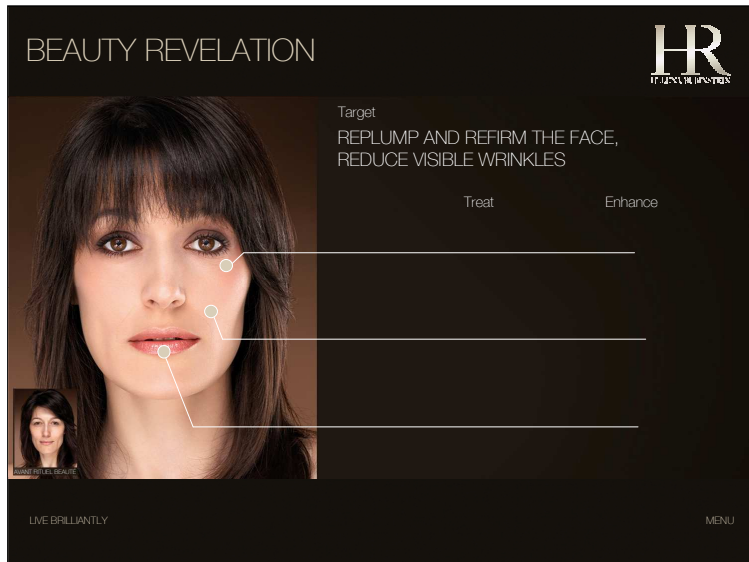
Time : 45'



17h20

Comments

Short exercises on sales technique.



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

Lets look together at how to link the different HR products according to the expectations expressed by the client (be it spontaneously or following your targeted questioning as we have previously seen)

1st client expectation...

- Read the client's concern

With the group, identify the 3 zones to target

Together, identify which products should be advised to her

Display the answer on the next slide

You can now draw on the information given in the training booklet, which will not only introduce the booklet to participants but show them how useful it will be to them in the future!



Trainer's guide

Sequence 7 : The HR Beauty Revelation

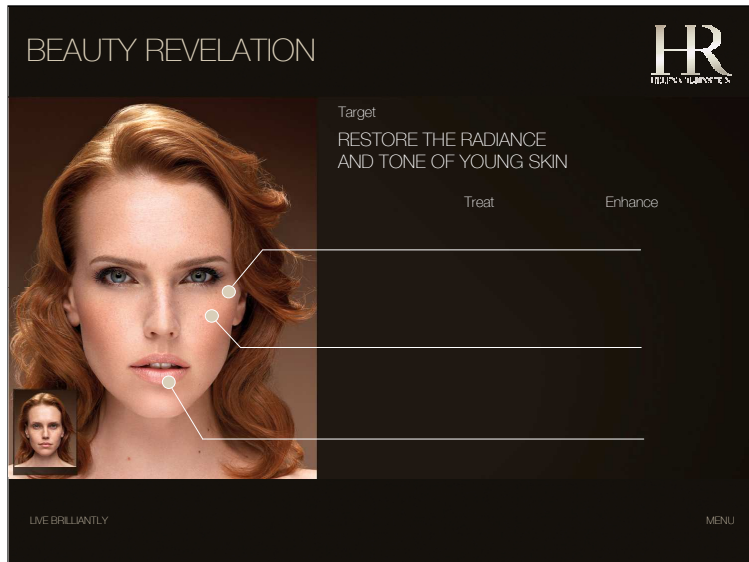
Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

Answer



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

2nd client expectation : restore the radiance and tone of young skin

Read the client's concern

- With the group, identify the 3 zones to target
- Together, identify which products she should be advised
- Display the answer on the next slide

You can now draw on the information given in the training booklet, which will not only introduce the booklet to participants but show them how useful it will be to them in the future!



Trainer's guide

Sequence 7 : The HR Beauty Revelation

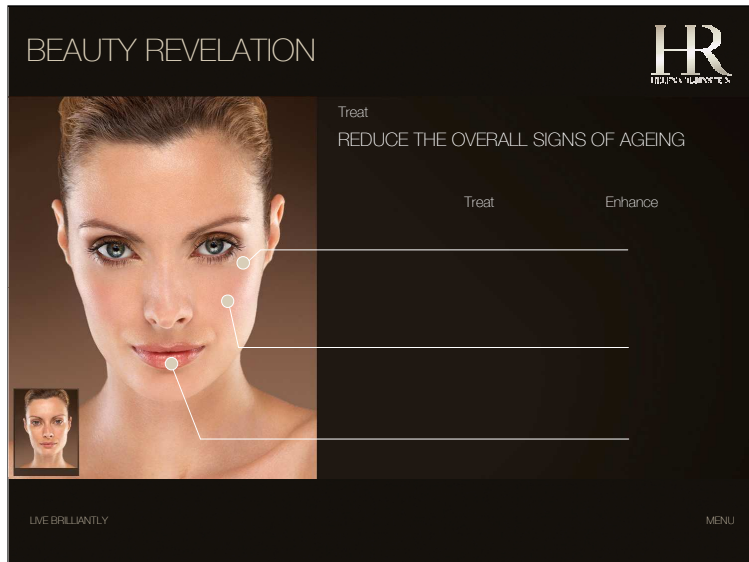
Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

Answer



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

3rd client expectation: globally reduce signs of ageing.

With the group, choose which products to recommend to this client.

The answer is on the next slide.

Here, you can draw on the training book, which will remind them about it and reinforce how useful it is!



Trainer's guide

Sequence 7 : The HR Beauty Revelation

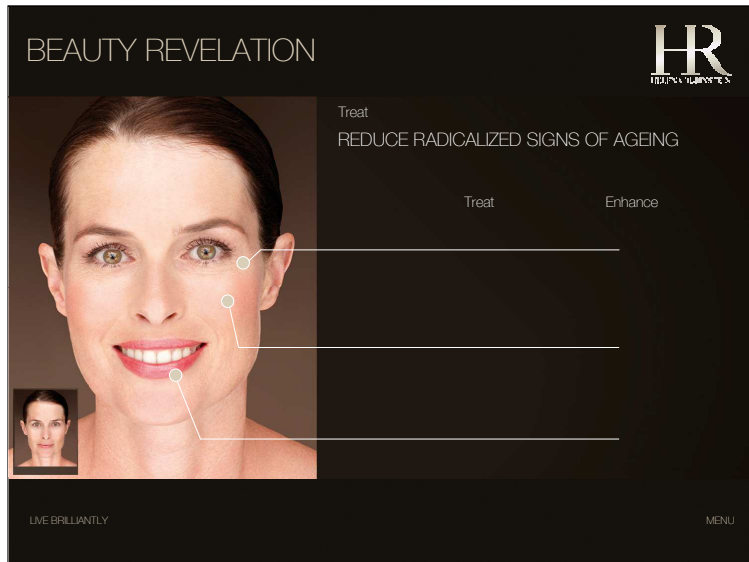
Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

Answer



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

4th client expectation : reduce radicalized signs of ageing.

With the group, choose which products to recommend to this client.

The answer is on the next slide.

Read the expectation and ask the group to respond, in order to check they understand the links and find them logical with regards to the HR sales technique (target/treat/enhance)



Trainer's guide

Sequence 7 : The HR Beauty Revelation

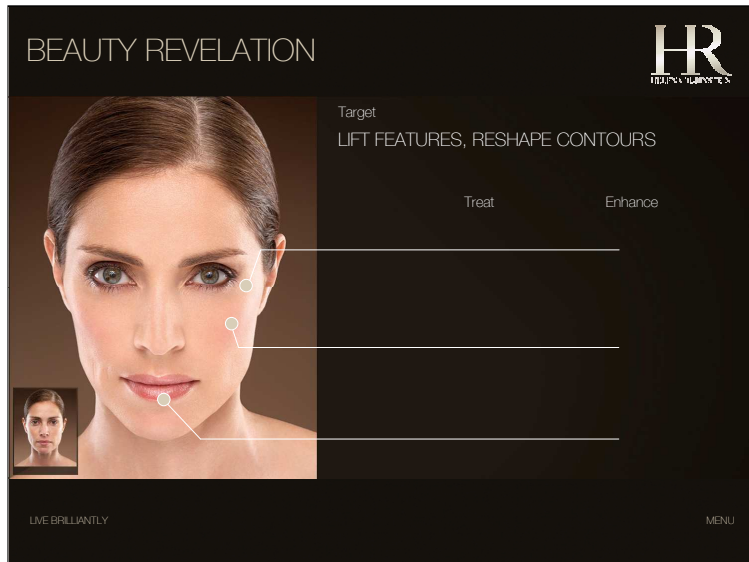
Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

Answer



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

And finally, the 5th client expectation: lift features, reshape contours

Read the expectation and ask the group to respond, in order to check they understand the links and find them logical with regards to the HR sales technique (target/treat/enhance)



Trainer's guide

Sequence 7 : The HR Beauty Revelation

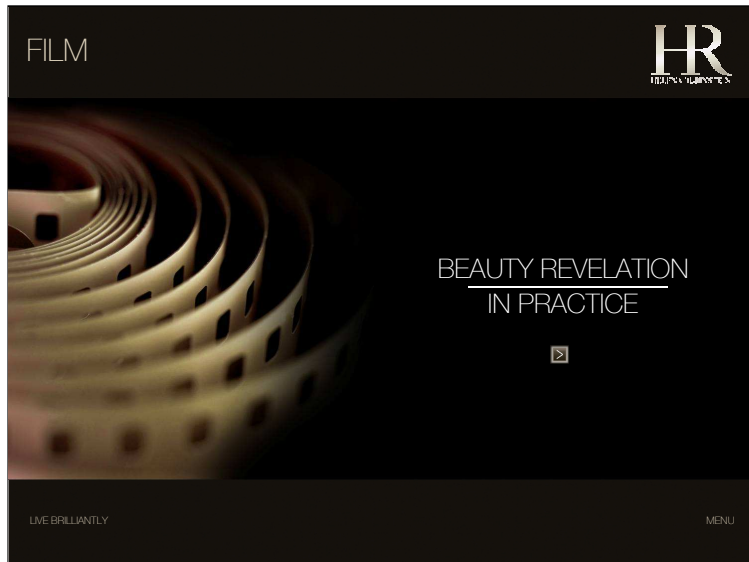
Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

Answer



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'

Comments

Click on the active zone to start the film.



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'



Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'



17h50

Comments

This sequence is a good opportunity to present the brand's latest news.

Please complete with your own news (next training dates, press conferences, press coverage, other events...).



Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'



Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'

Comments

Click on the active zone to start the film.



Trainer's guide

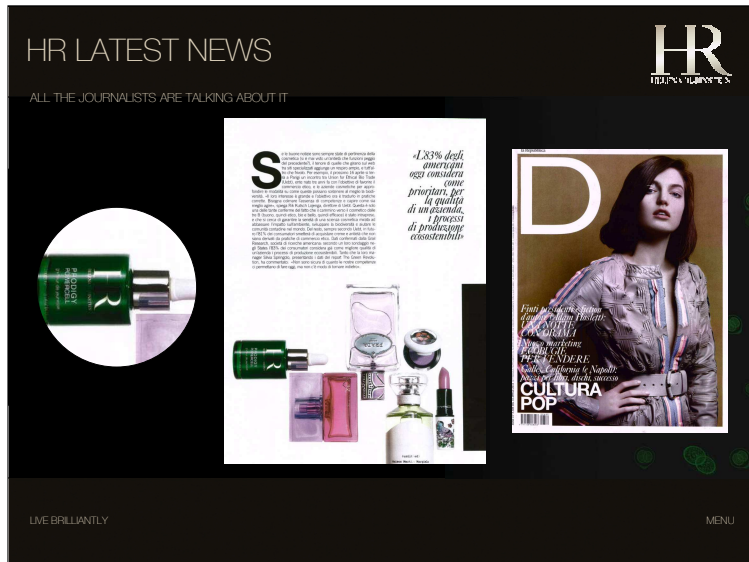
Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'

Comments



Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'



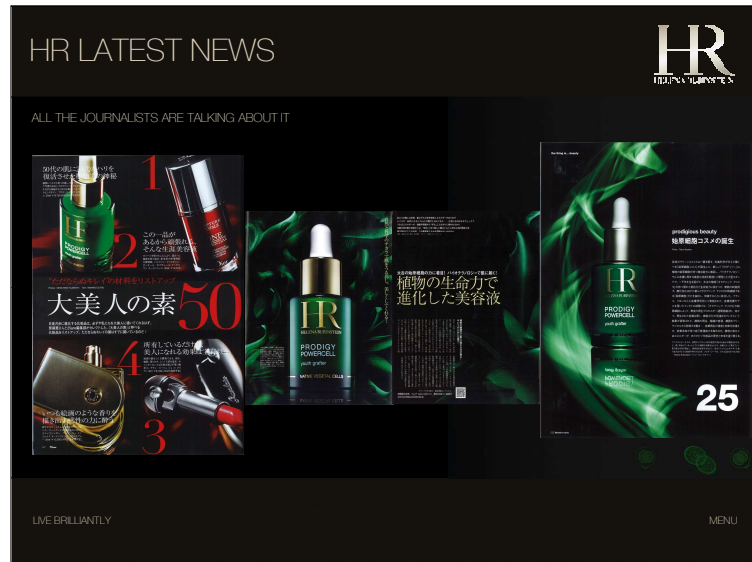
Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'



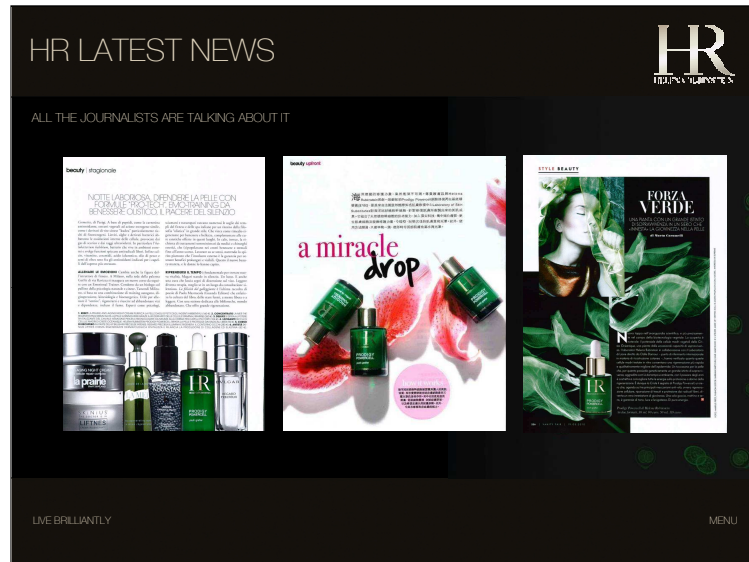
Trainer's guide

Sequence 8 : HR News

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Trainer's guide

Sequence 8 : HR News

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Trainer's guide

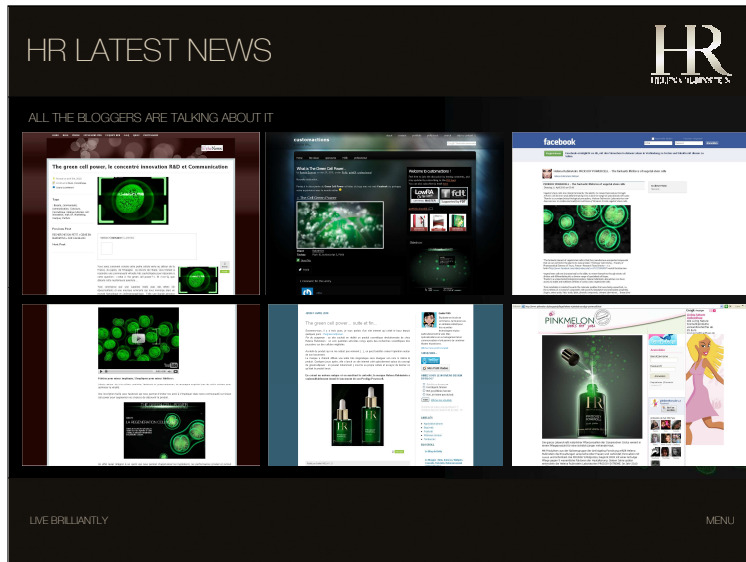
Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'

Comments



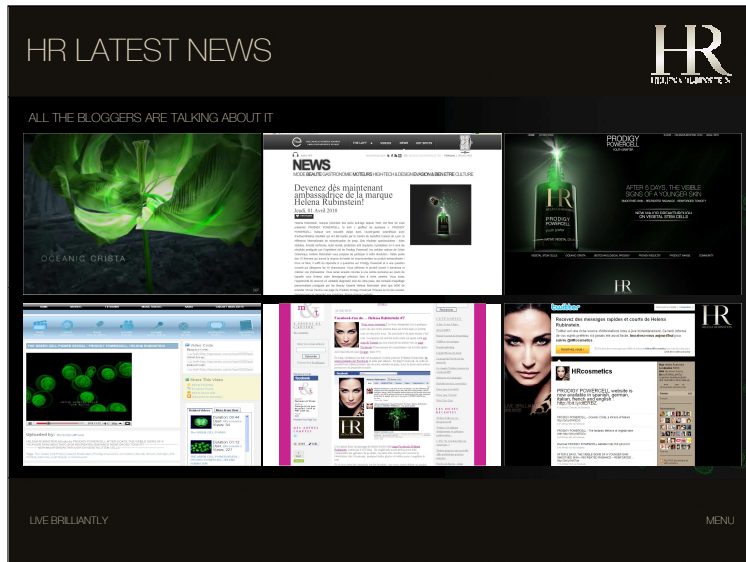
Trainer's guide

Sequence 8 : HR News

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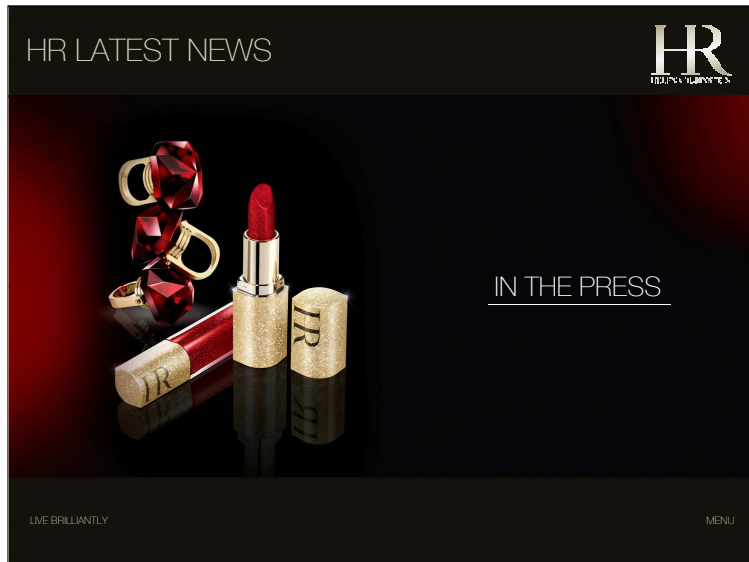
Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'



Trainer's guide

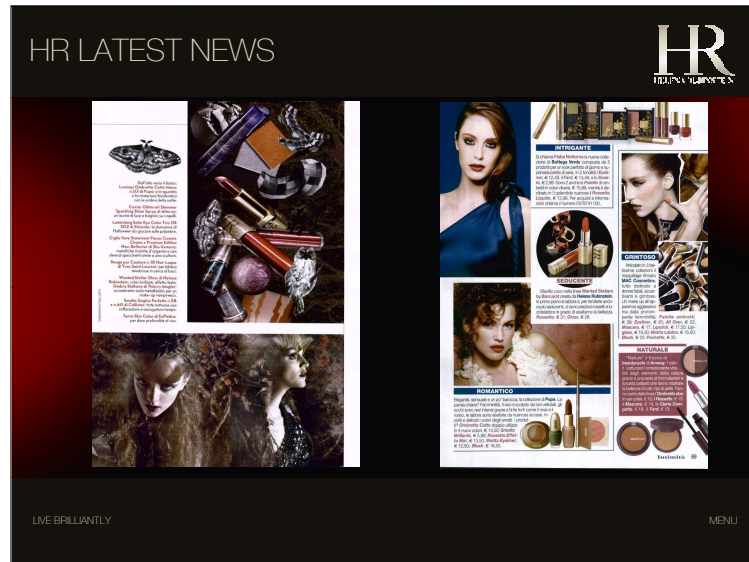
Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'

Comments



Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'



Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'



Comments

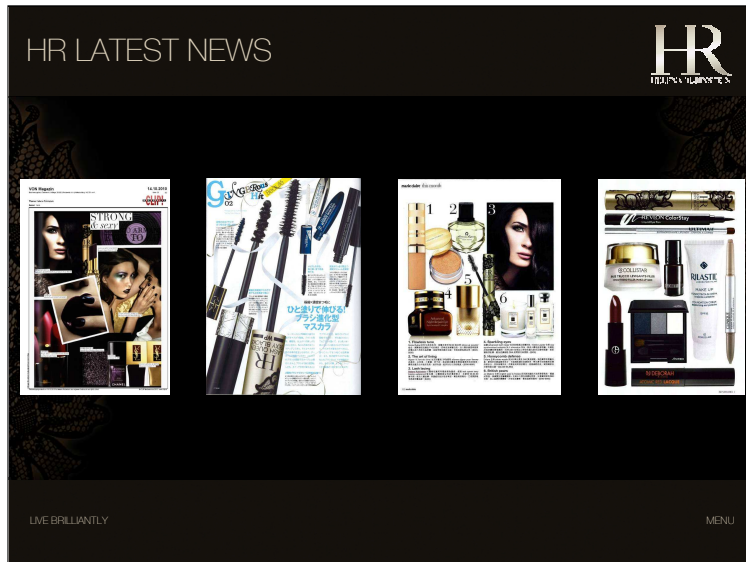
Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'



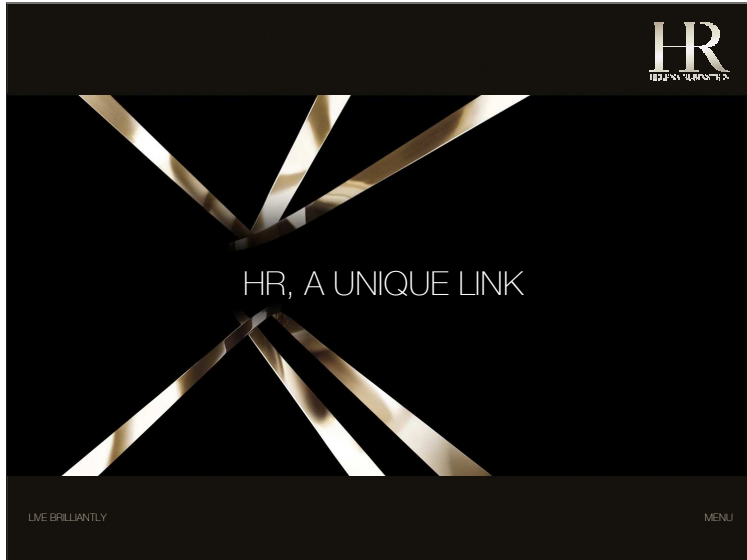
Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'



Trainer's guide

Sequence 8 : End of the training day

Tool : interaction

Objective : keep "one image" of the day

Time : 10'

Comments

In smaller groups, the facilitator asks participants: "if there was one image/object you could keep from this HR day, what would it be?"

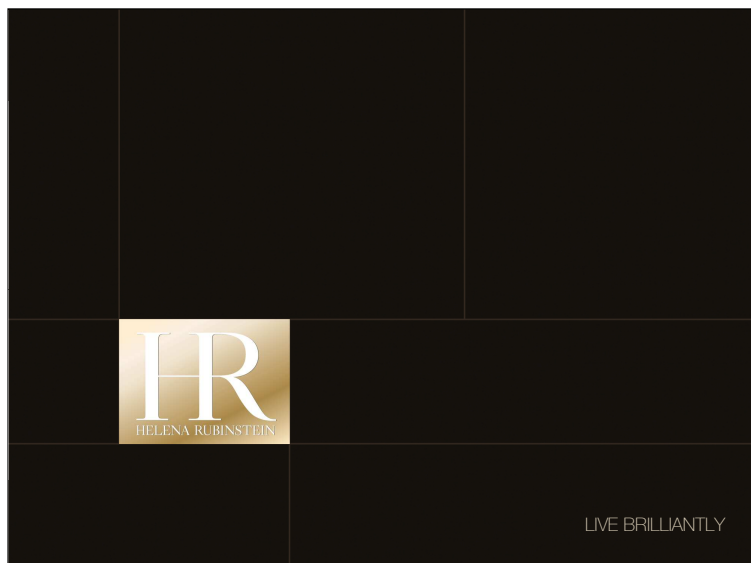
In smaller groups, participants present their "HR table" with the help of various elements (products, photos, objects, techniques...) and take a group photo.

The facilitator can do this in several different ways:

- digital camera, and then take down participants' email address in order to send it to them
- digital camera and then giving the participants a HR USB stick with the photos
- participant's phone/digital camera...

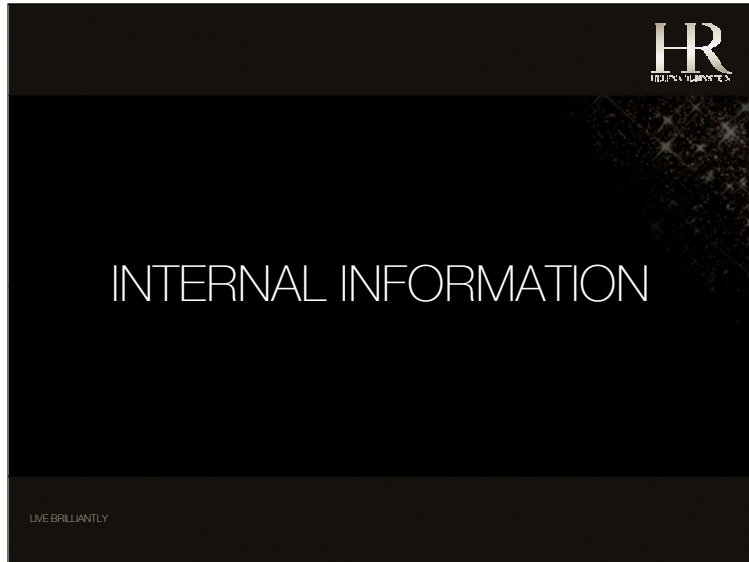


18h00



Trainer's guide

Comments



Trainer's guide

Comments

HOW TO USE THE TRAINING MODULE



The Live Brilliantly HR training tool has been designed to be adapted to sessions taking place in training rooms or at point of sale.

Recommendations:

1 day format	HR Live Brilliantly – complete module
½ day format	The brand / The HR must haves / Focus Skin care, Complexion, Mascara / HR Sales advice
2hr "Must Have" format	The brand / The HR must haves / HR Sales advice / Latest news
2hr Skin care format	HR skin care / Sensorial discovery / HR Sales advice
2hr Make-up format	HR make-up / Focus Complexion, Lash Queen, Wanted Rouge / HR Sales advice
"Must Have" coaching (at the point of sale)	HR Must haves / Sensorial discovery & key words / HR Sales advice

Global objective: orient the training with sales advice as the priority following on with skin care and make-up sales

LIVE BRILLIANTLY

Comments

Trainer's guide

HOW TO CONDUCT THE TRAINING



Encourage maximum participation during the training day by using all the tools created to favor interactive learning , sales advice, sensorial discoveries...

In order to do this, we strongly advise you to use the activities contained in the module (shortening the detailed explanations of product technology if necessary – focus uniquely on the star active ingredients):

- Table & set of 10 "key HR dates" cards
- 3 sensorial discovery workshops by combining product texture trial and key words (set of 27 cards)
- "Magic Queens" Lash Queen quest game
- Before & after Beauty Revelations
- Hands-on make-up workshop (if possible) with focus on face / eyes / lips
- Any extra initiatives are welcome!

LIVE BRILLIANTLY

Comments

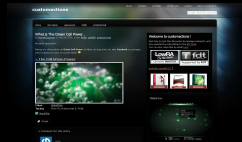
Trainer's guide

HOW TO USE HR'S LATEST NEWS



We have selected some of HR's latest news, such as press launches, films, coverage received on the internet and in women's magazines.

We encourage you to regularly complete / up-date this section by inserting information on your own initiatives (roadshows, evenings, press meetings, coverage etc.) in order to share all of the brand's latest news with your beauty advisors.



LIVE BRILLIANTLY

Comments

Trainer's guide

THE TRAINING ROOM

HR
HUGO BOSS

- Respect color and material codes of the HR brand: taupe, white and gold.
- Use HR Beauty Party accessories and merchandising elements to present products, the mirror,
- Add a touch of femininity with white orchids, the emblematic flower of the brand
- Display star launch visuals: Prodigy Powercell / LQ Sexy Blacks, ...
- Do not overload the room with "Feline Blacks" decorative elements (leopard motif)



LIVE BRILLIANTLY

Trainer's guide

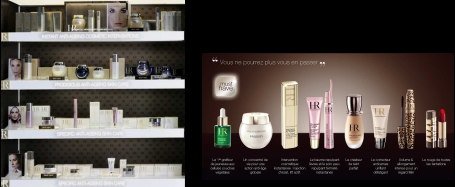
Comments

Comments

THE TRAINING ROOM

HR
HUGO BOSS

- Plan generous merchandising with products by axe (following the HR merchandising charter)
- Provide note pads, training booklets, sales bags, pedagogical tools according to the elements included in the Live Brilliantly training coffret
- Play background music when welcoming participants and during breaks (music from the HR brand film, Wanted or lounge music)
- BA gift at the end of the training: select products amongst our 3 star launches and "must have" products



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Trainer's guide

TRAINER GROOMING



Make-up:

We recommend these two types of make-up which will suit most women. Hair should be simply, elegantly styled to highlight the face.

Clothing:

We recommend wearing either the HR uniform or an outfit with neutral and dark colors with an orchid brooch.



Make-up look 1
Eye make-up based on precise lines and neutral shades to highlight a stronger shade of lipstick.



Make-up look 2
Eye make-up based on gently shaded color with no visible lines to highlight 'natural' skin.



Uniforms



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Comments

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